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BROADCASTING

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The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

FEBRUARY 16, 1942

Published every Monday, 53rd issue (Yearbook Number) Published in February

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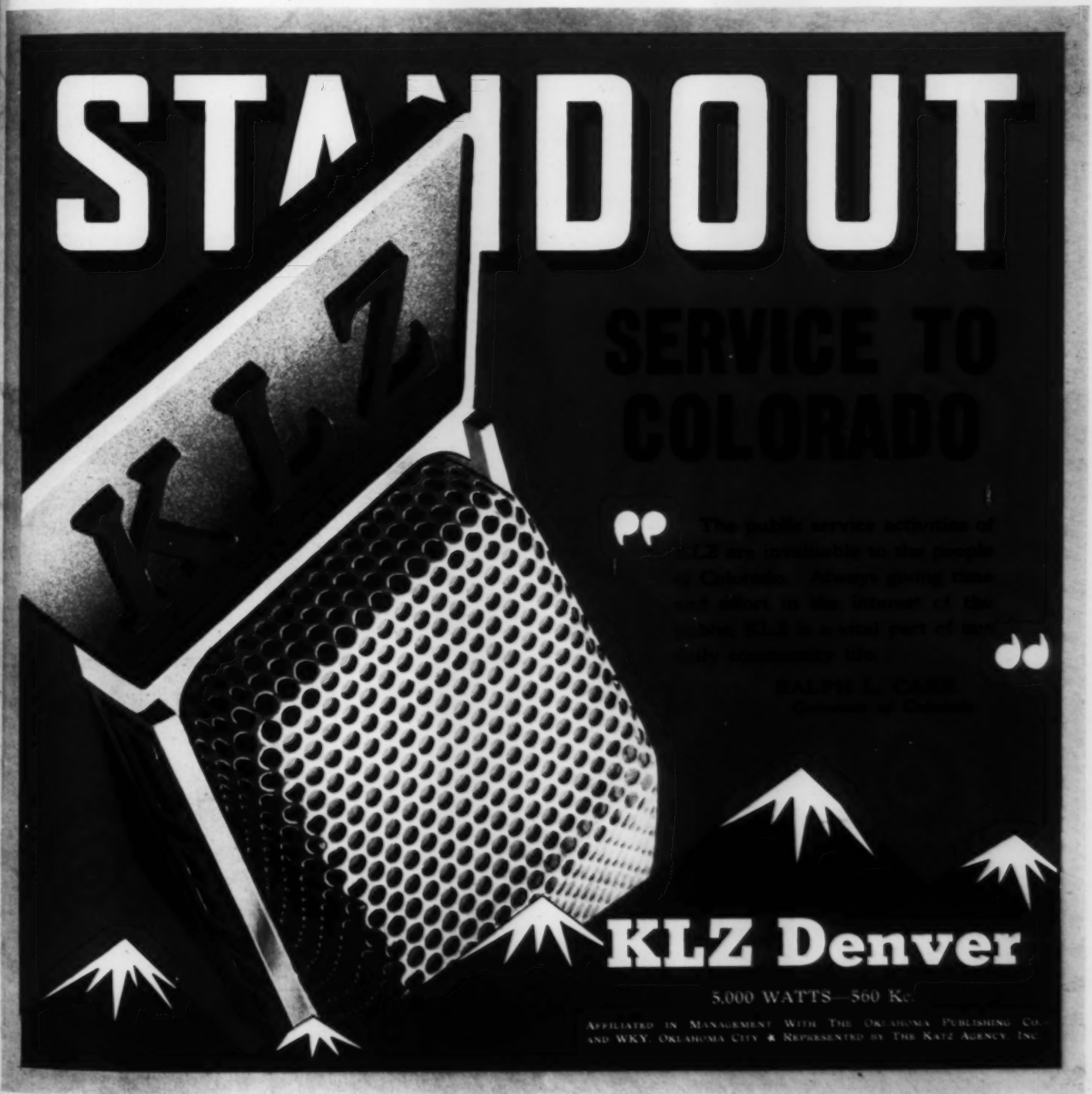
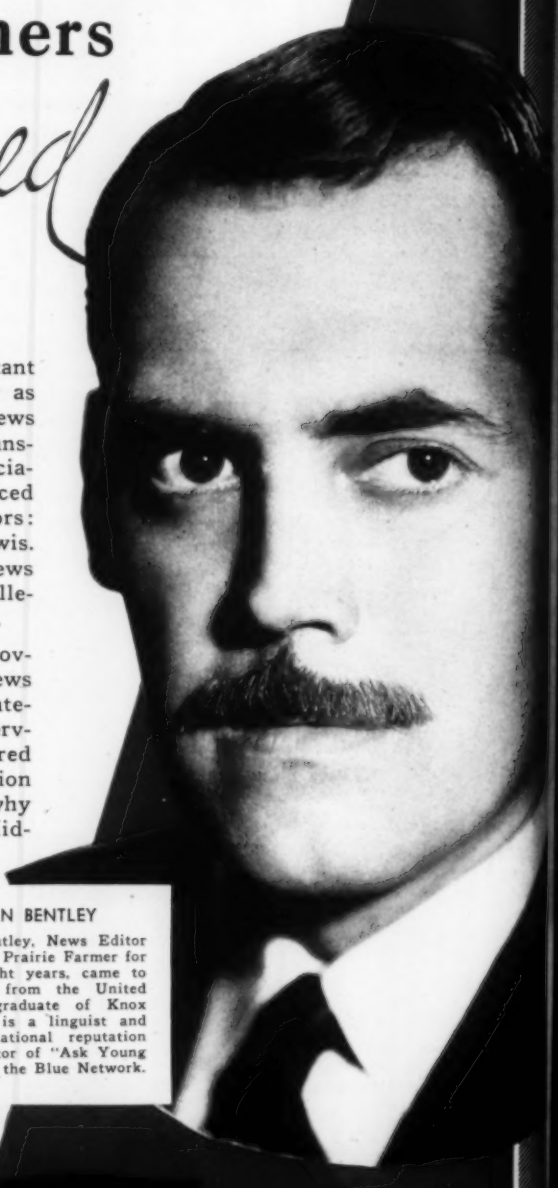
WASHINGTON, D. C.


STANDOUT
KLZ
SERVICE TO COLORADO
KLZ Denver
5,000 WATTS—560 Kc.
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

XUM

Three News Wires Keep WLS Listeners *Informed*



To broadcast all the important news as fast and accurately as possible, WLS has three news services: United Press, Transradio Press and Press Association. We have two experienced and competent news editors: Julian Bentley and Ervin Lewis. We have twelve regular news periods daily, plus special bulletins as the occasion warrants.

With such complete news coverage, with two competent news editors selecting the best material from three leased wire services, WLS listeners are assured of fast and accurate information . . . an additional reason why people in Chicago and the Middle West listen to WLS.

ERVIN LEWIS

Ervin Lewis, Associate News Editor of WLS, is a graduate of the College of Journalism, University of Oklahoma. He formerly served as news editor of a Tulsa radio station, worked on newspapers in Oklahoma and in Carlsbad, New Mexico.

JULIAN BENTLEY

Julian Bentley, News Editor of WLS and Prairie Farmer for the past eight years, came to the station from the United Press. A graduate of Knox College, he is a linguist and writer of national reputation . . moderator of "Ask Young America" on the Blue Network.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-DOUGL

XUM

. . . and Growing Bigger Every Day

JUST LIKE THE

"920 CLUB" Program

One of America's Greatest Local Programs

at

WORL

BOSTON, MASSACHUSETTS

A Participating Program . . . Write for Availabilities

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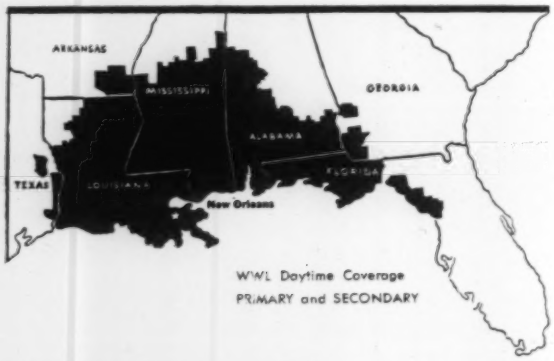
Notes from New Zealand

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

You won't find WWL on many radio push-buttons in New Zealand or Cuba or Alaska, though we have received letters from listeners in all of these places — and throughout the United States.

But in the Deep South this 50,000-watt, clear-channel station is not only first on the push-buttons but first in the hearts of its millions of friends. That means real results for every user of . . .

The greatest selling POWER in the South's greatest city

CBS Affiliate—Nat'l. Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

February 16, 1942

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A better buy is KFAB. Extra good coverage of the farm markets throughout Nebraska and her neighboring states. Mighty sweet audience, too . . . responsive to KFAB advertising, and generous with a surplus of money. That's why advertisers are asking for priorities on KFAB time. We haven't started rationing yet . . . but you'd better call, today.

KFAB
LINCOLN

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

THE Fifth ESTATE

ALL OUT FOR VICTORY!

RADIO is ready. Before the first shot resounded over Pearl Harbor, Radio had prepared itself in army maneuvers and was ready.

Twenty-one years ago, it was a mere baby founded on the principle that a thought is conveyed quicker, more clearly and more poignantly when it is spoken.

Today, like every other valiant and patriotic 21-year-old serving our country, Radio, as we know it today, has enlisted in its first war. There can be no question as to its course or its determination to see it through until the war and the peace that follows is won.

Our duty is clear. There is time now for nothing but winning the war, and we face the task with the full knowledge and experience of 21 years growth unequalled by any other medium of communication.

In times like these when smaller gains must be sacrificed for a greater cause, Radio, fully realizing that modern warfare cannot be conducted without it, is throwing over commercial gains when they interfere with the common good, is waiving news scoops when such information is valuable to the enemy, and has imposed a rigid censorship.

By providing entertainment and relaxation, it is bolstering both army and civilian morale. By keeping America the best informed nation in the world, unified action is instantly possible, eliminating costly delays, and carrying with it all important public opinion.

Thus, Radio, the great Fifth Estate, is all out for Victory. And Americans, realizing its vital importance and responsibility, look to it as never before in history for help and courage, and the Victory which, God willing, is sure to come.

WSM is proud to be a part of the American system of broadcasting . . . the great Fifth Estate.

WSM

HARRY L. STONE, Gen'l. Mgr. NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES: EDWARD PETRY & CO., INC.

Dick Gilbert

MOVES TO WHN

● Another favorite of New York listeners joins the WHN staff . . . and America's most powerful independent station scores another great program scoop.

Gilbert's the guy who, on another station, built a terrific show *and a great audience* out of just popular recordings delightfully seasoned with Gilbert ad-lib chatter. Now master of the WHN turntables each afternoon from one to two-thirty, his popularity is growing stronger than ever.

Remember too that starting next month Gilbert will immediately precede Red Barber's exclusive broadcasts of the Brooklyn Dodgers' baseball games—a combination that will sew up a healthy slice of the New York audience for WHN's afternoon advertisers.

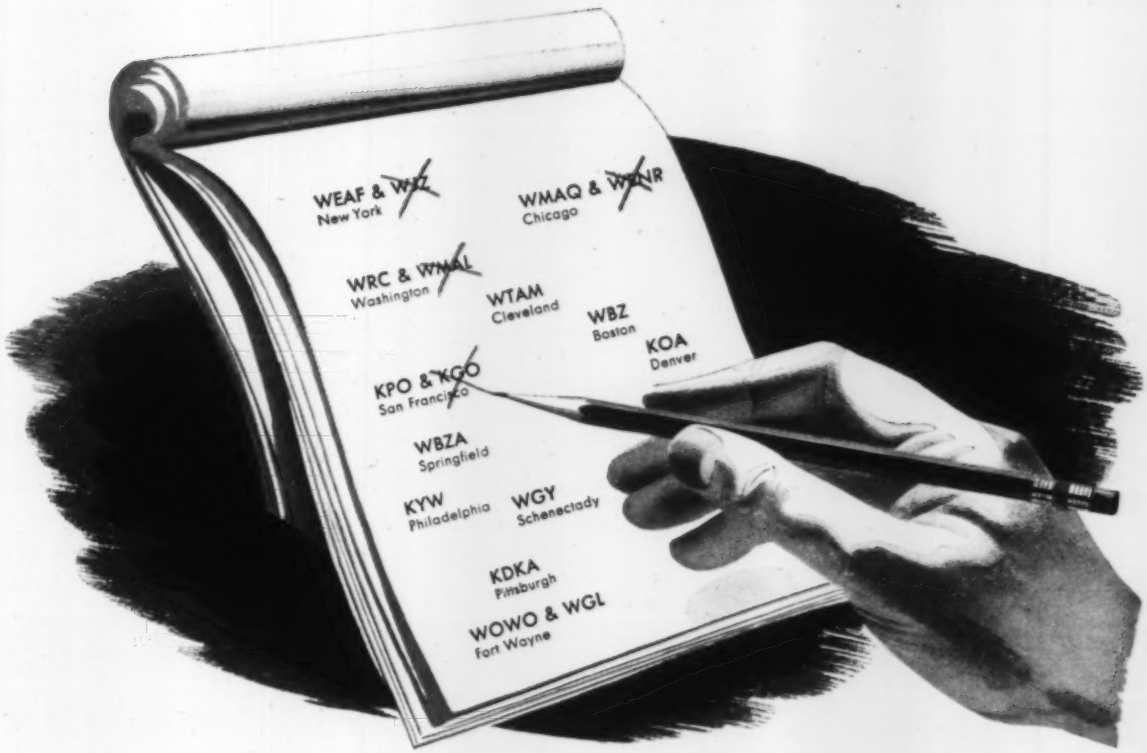
Better let us show you right away how little it costs to participate in the Gilbert show.

WHN

1540 Broadway • New York • BRyant 9-7800
Chicago Office • 360 N. Michigan • Randolph 5254

50,000 WATTS
1050 KILOCYCLES

AMERICA'S MOST POWERFUL INDEPENDENT STATION



FOUR OFF THE LIST...

but the same 11 great markets!

To WJZ, New York, WENR, Chicago, WMAL, Washington, and KGO, San Francisco, the NBC National Spot and Local Sales Department bids an affectionate farewell. For these stations are now part of the newly-formed Blue Network Company, Inc., and will no longer be represented by us.

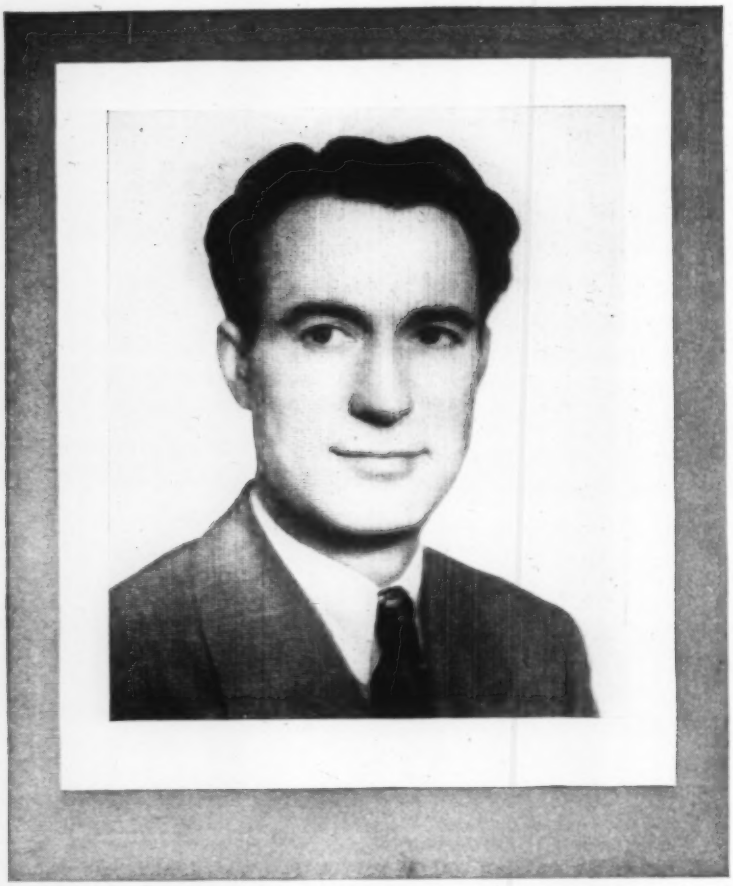
Frankly, we are sorry to see them go. Nevertheless, we are glad to be able to point out that NBC Spot Sales continues to offer you the *same great 11 markets* it has always offered —and the top *stations* in those markets, too!

Year after year, the eleven markets represented by NBC Spot Sales have been exceptionally resultful for advertisers—success story after success story has proved it again and again. And today, more than ever—with America digging in with a will —tremendous things are happening in those markets. Retail sales for many months now have skyrocketed upward... at a rate far higher than the national average. Up, too, have gone payrolls and employment—and *all* the indices of income and purchasing power.

Completely streamlined, NBC Spot Sales is better than ever equipped to handle your sales problems...and get *action!* For the complete story—call your nearest NBC Spot Sales Office right now.

NBC
Key Stations
in 11 Vital
Markets
Tops for Spot and Local Radio Advertisers
WEAF . . . NEW YORK
WMAQ . . . CHICAGO
KPO . . . SAN FRANCISCO
WRC . . . WASHINGTON
KOA . . . DENVER
WTAM . . . CLEVELAND
General Electric Stations
WGY . . . SCHENECTADY
Westinghouse Stations
WBZ . . . BOSTON
WBZA . . . SPRINGFIELD
KYW . . . PHILADELPHIA
KDKA . . . PITTSBURGH
WOWO . . . FT. WAYNE
WGL . . . FT. WAYNE
Represented by
NBC SPOT & LOCAL SALES
NATIONAL BROADCASTING COMPANY

ONE OF A SERIES PRESENTING THE MEN WHO MAKE SONOVOX SERVICE



Four years,
University of Arizona

Four years,
Motion Pictures—RKO, Hal Roach, Mack Sennett

Eight years,
National Broadcasting Co.

One year in charge of Radio Production,
Beaumont & Hohman

Joined Wright-Sonovox, Inc.—August, 1941

—now meet P. V. (Jack) ROSS, our West Coast Manager!

Far be it from us to suggest that our own Jack Ross is a larger historic figure than Paul Revere—but, at least, Jack once undertook a *longer ride.* Actually, he once rode horseback all the way from Los Angeles to New York! And now, as Manager of our Los Angeles Sonovox Studio, Jack Ross is helping us to "carry the news" to every "village and farm"—*and radio advertiser*—in America.

And *what* news!—the news that now Sonovox enables you agencies and advertisers to make real *entertainment features* out of even your humblest commercial plugs!—the news that radio listeners can now be made to "follow" your commercial with *closer attention* than they accord to your program itself!

Yes, that's the news about Sonovox. If you're in the Los Angeles area, get in touch with Jack Ross. If you're anywhere else, write to the nearest Free & Peters office, shown below. We'll send you the facts, or arrange an audition. After that, *you'll* want to do the rest!

WRIGHT-SONOVOX, INC.

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*

CHICAGO: 180 N. Michigan Franklin 6575 | NEW YORK: 247 Park Ave. Plaza 5-4131 | DETROIT: New Center Bldg. Trinity 2-8444 | SAN FRANCISCO: 111 Sutter Sutter 4353 | HOLLYWOOD: 1512 N. Gordon Gladstone 3949 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 7 WASHINGTON, D. C., FEBRUARY 16, 1942 $5.00 A YEAR—15c A COPY

DCB Issues Proposal to Freeze Facilities

Prompt Approval By WPB and FCC Seen

LEAVING only limited discretionary power to the FCC in the granting of new stations or improved facilities, the Defense Communications Board last Thursday adopted recommendations to the War Production Board and the FCC which will result in freezing standard broadcast assignments substantially as they now exist.

While formal action of both WPB and DCB must be taken before the procedure becomes operative, the fact that both of these agencies already have considered the war emergency issue portends prompt approval—probably this week.

Projects Blocked

The recommendations are carefully drawn, leaving few opportunities for new station construction except where "substantial" new service either in area or population is provided. Even modifications of existing assignments are blocked, because of the scarcity of critical materials, unless service will be provided to a definite area now not receiving primary service from at least one station.

Upon adoption of the recommendations by WPB and the FCC, the effect will be:

1. No new stations will be authorized where all or a substantial part of the proposed primary service area is already provided with primary service from at least one station.

2. No priorities will be granted for equipment for modification of an existing station unless the change will result in a substantial new primary service area being covered.

3. Under outstanding construction permits, where the permittee has not acquired essential equipment, no materials will be allocated for a new station if the area already receives primary coverage.

4. Under outstanding construction permits, no critical materials will be allocated to alter existing station facilities unless it will result in a "substantial new primary service area" not now being served.

5. Existing construction permittees who already have procured priorities for their equipment presumably will be permitted to complete construction, since the regulation does not touch upon licenses covering construction permits.

Service Requirements

The recommendations are construed to mean that any station which already has equipment on hand but which has not yet procured a construction permit for the installation, automatically will be denied a construction permit unless the requirements relative to lack of primary service are met. Similarly, all applications for new stations automatically will be set for hearing, but most of these hearings probably never will be held, since denial would be automatic if primary service is available in the area.

There is no clear-cut definition of what constitutes "primary service", though it is explained by footnote that "in general" the FCC Standards of Good Engineering Practice will be used as a guide in the determination of primary service. The qualification "in general" is presumed to give the FCC some leeway in borderline cases.

Under existing standards, primary service is regarded as a signal of from 10 to 50 mv. per meter in city or downtown areas; 2 to 10 mv. per meter in city residential areas, and .25 to .5 mv. per meter in rural areas, depending upon the season of the year, noise level and similar technical factors.

Throughout its recommendations, DCB specifies that existing "adequate service" will be the yardstick in determining new or modified authorizations. Generous use of the term "substantial new primary service" is indicative of the board's determination to leave as few loopholes as possible in handling future grants.

Existing stations are in no way affected, at least at this writing. That means that spare parts and replacements will be taken care of under existing repair, maintenance and replacement priorities, labeled P-100 by WPB.

The 150 outstanding construction permits come into focus by virtue of the recommendations. If an applicant, whether a new station CP holder or an existing station holding a CP for modification, has materials on hand, with no priority rating required, it is assumed he can proceed on his construction without regard for the substantial new service requirement. The recommendations do not cover issuance of licenses as such, which are virtually automatic after procurement of a construction permit.

Even Frequency Shifts

Even cases involving shifts to a new frequency—where very little additional material would be required under ordinary circumstances—would be frozen out unless the primary service stipulation is met. As small an item as a new crystal, ground to the proposed new frequency, is on the critical materials list and would block the grant.

It was suggested, however, that in all such cases, applicants should contact WPB regarding availability of materials. The critical materials list, while it now covers such items as aluminum, copper, steel, zinc, crystals, lead and tungsten, is variable. The list may change next week, for example, and the precise material sought might be available.

The fact that the Priorities Liaison Committee of DCB, headed by Leighton H. Peebles, of WPB, already had considered the recommendations of DCB, infers virtually automatic approval. But the

TEXT OF DCB 'FREEZE ORDER'

The Defense Communications Board last Thursday adopted "freeze order" recommendations to the War Production Board and Federal Communications Commission, relating to new construction for standard broadcast stations. The full text of the DGB statement follows:

The Defense Communications Board has recommended to the War Production Board and the Federal Communications Commission that, effective immediately, all new construction for standard broadcast facilities be limited in accordance with the following:

1. No critical materials shall be allocated by the War Production Board or further authorizations issued by the Federal Communications Commission for the construction of any new standard broadcast station where all or a substantial part of the proposed primary service area is already provided with primary service from one or more standard broadcast stations.[1]

2. No critical materials shall be allocated by the War Production Board or further authorizations issued by the Federal Communications Commission for construction in order to change the transmitting facilities of any existing standard broadcast station unless the change will result in a substantial new primary service area no substantial part of which is already provided with primary service from one or more standard broadcast stations.[1]

3. No critical materials shall be allocated by the War Production Board for the construction, under outstanding authorizations of the Federal Communications Commission:

(a) Of any new standard broadcast station where all or a substantial part of the proposed primary service area is already provided with primary service from one or more standard broadcast stations; or

(b) In order to change the transmitting facilities of any existing standard broadcast station unless the change will result in a substantial new primary service area no substantial part of which is already provided with primary service from one or more standard broadcast stations.[1]

It is understood that this matter has already received consideration by the FCC as evinced in that Commission's public statement of Jan. 30, and by representatives of the War Production Board in conferences with the Priorities Liaison Committee of the Defense Communications Board.

[1] In general, the FCC's Standards of Good Engineering Practice will be used as a guide in the determination of primary service.

formality of the order must be awaited before it becomes effective. The FCC, likewise, gave its preliminary approval last Jan. 30, when it announced, in effect, that assignments would be frozen [BROADCASTING, Feb. 2]. The Priorities Liaison Committee is made up of representatives of the Army, Navy, FCC State Department, Treasury Department and War Production Board.

DCB will make further recommendations covering other services, which, in varying degrees, will freeze assignments. FM and television will be affected, though it was thought that in the light of the standard broadcast recommendations, the Commission would move gingerly on future FM grants. The same critical materials situation obviously applies.

In the case of television, there is no incentive to build stations and it is becoming an increasingly difficult problem to keep already licensed stations on the air, in the light of war factors. Pending the promulgation of recommendations dealing with these related broadcast services, it is presumed the Commission will be disposed to move very slowly on new authorizations.

Foreign Service

International broadcast services also will have to be covered, though in this sphere the urgency of such services for counter-propaganda purposes is expected to result in obtaining highest priorities ratings wherever new services are deemed essential. Moreover, there is no primary service factor involved in international broadcasting—all of the service necessary is secondary and duplication of coverage is highly desirable.

FCC Chairman James Lawrence Fly observed that the freeze situation looks like it will "be with us for the duration". This observation was made at his press conference last Thursday prior to issuance of the formal DCB recommendations but following release by the FCC of its preliminary statement Jan. 30.

Chairman Fly is also chairman of DCB. Other members of DCB, top policy agency for communications, are Maj. Gen. Dawson Olmstead, Chief Signal Officer; Capt. Joseph Redman, Assistant Chief of Naval Communications who succeeds Rear Admiral Leigh Noyes, director of Naval Communications, slated for sea duty after concluding his land tour; Breckenridge Long, Assistant Secretary of State, and Herbert Gaston, Assistant Secretary of the Treasury.

Camels 'Gaspipe' Renewal

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Feb. 2 signed a renewal contract with Intercollegiate Broadcasting System for its sponsorship, started last fall, of quarter-hour, thrice-weekly programs of swing music on the college radio stations of 10 leading collegiate members of IBS. Agency is Wm. Esty & Co.

Radio Manufacturing Industry Is Slated for War Conversion

DEFINITE WORD that the radio receiver manufacturing industry is next in line for conversion to production of war materials was given last Thursday by War Production Board officials. With civilian receiver output already cut some 40% from last year's record production total, it was indicated that WPB within a few days will order a virtually complete stoppage of receiver production April 22, when WPB's original three-month reduction order expires [BROADCASTING, Jan. 26].

Transmitters, Too

In the transmitter and tube manufacture field, it was indicated to BROADCASTING last Friday by Leighton H. Peebles, chief of WPB's Communications Branch, a similar situation may come about. When the Defense Communications Board's recommendation of last week, virtually freezing station allocations [see page 9], is adopted by WPB, it was pointed out that a logical development would be a sharp curtailment in production of transmitting equipment production, with a trickle remaining to satisfy whatever needs of commercial broadcasters are approved by DCB and WPB.

Mr. Peebles pointed out that a different situation exists in the transmitter field than in the receiver manufacturing field. With defense orders actually exceeding productive capacity of transmitting equipment, and with civilian demand for apparatus held down by virtue of the freeze-order controls, manufacturing facilities would automatically turn to almost full-time production of communications equipment needed for the war effort.

As Rapidly as Possible

Speaking before representatives of 55 set manufacturers at a meeting of the WPB Radio Industry Advisory Committee last Thursday, R. R. Guthrie, assistant chief of WPB's Bureau of Industry Branches, declared that radio manufacturers must convert their plants to war production.

Units not adaptable to production

(*Continued on page 50*)

Cal Aspirin Spots

STERLING PRODUCTS, Wheeling (Cal Aspirin), on Feb. 9 started 78 live spot announcements on WMAQ, Chicago, for 13 weeks. Agency is Blackett-Sample-Hummert, New York.

Socony Series

SOCONY-VACUUM OIL Co., New York, for all its products, on Feb. 24 starts a thrice-weekly news period on WABC, New York, 7:45-8 a.m., and on March 9 will add three other stations. WNBF, Binghamton, will carry two newscasts daily at 12:40 p.m. and 6:30 p.m.; WENY, Elmira, will have 13 ten-minute news periods weekly, and 12 news programs weekly, twice daily, will be heard on WJTN, Jamestown. Agency is J. Stirling Getchell, New York.

RAMROD RAMMER is chief engineer Jefferson Davis Bloom, of WWL, New Orleans, who is taking no chances with saboteurs. Here he cleans one of the high-powered rifles provided for guards.

P&G SPLITS HOUR WITH TWO SERIES

PROCTER & GAMBLE Co., Cincinnati, which was reported two weeks ago [BROADCASTING, Feb. 2] to have purchased the 9-10 p.m. spot Wednesday on CBS after it is vacated Feb. 25 by the Texas Co. program starring Fred Allen, has decided on the two half-hour programs to fill the time for different products.

In the 9-9:30 p.m. period, starting March 4, will be the series produced by Ed Wolf Associates, titled *Junior Miss*, to be adapted by Doris Gilbert from the stories in the *New Yorker* magazine by Sally Benson, who will supervise the radio versions. Star will be Shirley Temple, with origination from the West Coast. Although the lineup of CBS stations is not fully set, P&G will promote Ivory Snow on East and West Coast stations, and Dreft on Midwest stations. Agency is Benton & Bowles, New York.

The second half-hour, 9:30-10 p.m. on 65 CBS stations, will be filled with the *Ransom Sherman* show, featuring Martha Tilton and Gordon Jenkins' orchestra, which P&G will move from its present CBS spot, Fridays at 10 p.m., and present for Ivory soap. Compton Adv., New York, handles.

'Yale News' Pays for Remote

BELIEVED to be the first time a college or university has underwritten the expenses for broadcast of an athletic event, the $300 expenses for the broadcast of the Yale-Michigan U swimming meet at Ann Arbor, Feb. 21, will be paid by the *Yale Daily News*. Phil Buxbaum Jr., sports editor of WELI, New Haven, will do the commentary by special wire to WELI.

SUGAR PLAN FAILS TO HALT SPONSORS

ALTHOUGH the Government's sugar rationing program means a curtailed supply for commercial as well as for home consumption, little if any curtailment of radio advertising by the manufacturers of candy and soft drinks is expected.

No changes have been promulgated in the radio plans for Coca-Cola, Pepsi Cola or the Nehi beverages, according to the agencies in charge of those accounts, even though some of them have already been limited in the number of bottles which may be purchased by any consumer. All statements, however, were predicated on the possibility of changed orders from Washington, which of course, might result in alterations in advertising.

Much the same situation applies to the candy field. As a spokesman for the Assn. of Manufacturers of Confectionery & Chocolate expressed it: "We do not expect the present rationing of sugar to have any effect on the volume of advertising in the confectionery field.

"Any manufacturer who cancelled his advertising would be extremely short-sighted. Most radio advertisers in the field have products with wide consumer acceptance and trade names too valuable to be let die. In many candies, the formulas can be changed so as to reduce the amount of sugar, without in any way decreasing the purity, food value or flavor of the candy."

Stromberg Set Plan

FACED with limited production of radios and phonographs, Stromberg-Carlson Tel. Mfg. Co., Rochester, has announced a plan whereby each field representative will follow up the sale of every Stromberg-Carlson instrument from the dealer's floor to the home. The salesman will check installation, appraise service difficulties, teach the family correct operation of the instrument. The campaign was announced by Clifford J. Hunt, radio sales manager, at a Chicago sales meeting. The 1942 advertising and sales program was outlined by Stanley H. Manson, sales promotion manager.

Coffee Spanish Campaign

WITH the appointment of Wesley Assoc., New York, to handle advertising for Puerto Rico coffee, the Dept. of Agriculture and Commerce of Puerto Rico has announced a Spanish-English campaign of musical programs on three foreign-language stations WBYN, Brooklyn; WHOM, Jersey City; and WOV, New York. Commercials will be divided between Cafe Rico, 100 per cent Puerto Rican coffee, and blended, Puerto Rico coffee. Programs, to start in March, will all be quarter-hour musical shows with special arrangement of Spanish music on WOV five times a week and seven times on each of the other stations.

WITH THE addition last week of the *Danish Hour*, NBC's international division is broadcasting daily programs in ten different languages on its short wave WRCA and WNBI, and the Westinghouse station WBOS. Ulf van Cort, American citizen of Danish birth, has been appointed as head of the Danish section of NBC.

Main Radio Accounts Surviving Priorities

War Curtailments Not Reducing Air Time

RADIO'S ANCHOR accounts such as food, drugs, toilet goods and tobaccos, which make up about 80% of the industry's advertising revenue, are not seriously threatened by existing or impending war production restrictions.

An analysis of the war effect upon basic commodities supplying the bulk of this national business, at this writing in any event, yields anything but a pessimistic outlook. Contrary to general belief, cosmetics and drugs have a definite place in the total war economy. Except where shortages may occur in essential ingredients or containers, there does not appear to be any serious curtailment of production.

While the prohibition against new auto production, and the outright tire sales ban for civil users have had an effect upon radio advertising, they were not large volume time-users. Automotive, for example, represented only 2.9% of industry volume in 1941, and 3.7% in 1940.

Other restrictions, curtailing radio sets, refrigerators, and similar household articles using vital metals will naturally have some effect upon radio volume. Here again, however, household equipment and supplies accounted for only 1.9% of 1941 gross.

Largest Users of Time

On the other hand, of radio's gross billings in 1941, aggregating $237,000,000 [see BROADCASTING Yearbook, 1942] drugs and toilet goods accounted for 29.6%; grocery and food products, 24.1%; tobacco products, 14.4%; and soaps and kitchen supplies, 12.9%. In that order they were the largest users of radio time.

Thus far, neither the War Production Board nor any of the other Governmental war agencies have taken steps affecting such items as tobacco and drugs. Proprietaries, as a matter of fact, probably will be strengthened. Items packed in collapsible tubes made of tin may suffer, and toothpaste falls in that category. But substitutes appear in the offing.

In its survey of the effect of priorities on radio-advertised products, BROADCASTING asked Wallace Werble, editor of *Food, Drug & Cosmetics Reports* and an expert in these fields, to explore the outlook. He reported that as the war effect cuts deeper into distribution of civilian goods, the food and drug industries probably will be the last potential sources of radio advertising revenue to be drastically curtailed. His findings follow:

The government's war organization already has taken steps that interfere with the normal production of foods and drugs, and probably will take other and more drastic steps in the future, but no matter how the problem is approached, the underlying fact remains that foods are daily necessities to the lives of every citizen, and drugs are necessities to the maintenance of public health, Mr. Werble reported. Following are additional observations and conclusions:

Even cosmetics have their place in a total war economy. Public health officials in the British Ministry of Supply say that, after two and a half years of war, they rank three items in the following order of importance so far as wartime morale is concerned: Lipsticks, aspirin, and sanitary napkins. Advertising of all three items has continued in England throughout the war as manufacturers pool their resources and spread their supplies in an effort to keep their trademarks in front of the public.

Substitute Packages

Tin, sugar, paper containers, and production equipment are the major problems facing leading advertisers in the food industry. The War Production Board will soon prohibit the use of tin for a number of dry food products, such as coffee, cocoa, and biscuits, but distributors of these products have been forewarned and have substitutes available. Tin for canned foods will be curtailed for all products except the four major vegetables—canned tomatoes, peas, corn, and string beans—but even here food manufacturers will use glass, or try to move into the dehydrated and frozen food fields.

Use of Sugar Cut

Use of sugar for the manufacture of food products already has been cut to 80% of the amount used by each company in 1941. This means that production of products using large amounts of sugar, such as soft drinks, candy, or sweet bakery goods, will be limited to less than the 1941 output.

However, owners of the nationally advertised brands in these fields are looking for partial substitutes for sugar and are discarding unprofitable products to make their sugar quotas go as far as possible in the form of their most popular items. Sugar itself will be rationed to the ultimate consumer, but sugar is a commodity that has not been productive of radio advertising revenues.

The most pessimistic view of the U. S. food picture is this—there will be shortages of certain items, more or less luxury foods, and there might be tightness in certain basic items, such as sugar and fats and oils, but no responsible Government official is willing to foresee a day when the housewife will not be able to spend as much money as she cares to for foods. In fact, food-wise Agriculture Department economists predict that more and more consumer dollars will go into foods as other normal objects of consumer spending are removed from the market.

In short, Government officials can't foresee the same type of food shortage for the U.S. that exists in England. If rationing in the U.S. is extended from sugar to other products, those affected will be the basic foods not productive of advertising revenues in normal times. As yet, the U.S. flour and cereal industry, an important source of radio revenue, has not reached production capacity, and there certainly isn't any shortage of the basic raw materials going into these products—corn and wheat. If anything, the national defense nutrition program is a boon to advertisers in this field.

Bread Unaffected

Bread, which enjoys an unusual status because of its recognized position as the staff of life, might have been hit as a source of advertising revenue because of price angles were it not for a specific provision in the new price control law prohibiting the imposition of any ceiling that disturbs normal business practices or distribution methods, i.e., advertising.

If English food advertisers can continue to plug their national brands—even if only to explain the reasons for temporary shortages—there is good ground on which to base the belief that the U.S. food industry will continue to provide advertising for a long time.

This analysis will stand in the face of the fact that certain accounts may have to curtail or restrict their advertising support behind certain products which fall squarely within the scope of War Production Board limitation orders. Worst part of the food picture from the radio angle is that WPB orders make it difficult to launch new products.

Alcohol and containers are the major problems for the drug and cosmetic industries, but neither will serve to drastically cut the production of nationally advertised proprietaries. The drug industry has been allocated 100% of the alcohol used in 1941, which is a generous quota when compared to the 70% allotment given to cosmetics, dentifrices, and soaps for the last three quarters of 1942. Later on there is a possibility that drugs will get all the alcohol they can use, but it is certain that they

(*Continued on page 48*)

Advertisers Urged to Guard Investment, Build Morale by Continuing in Wartime

SIX REASONS for continuance of advertising in England after two years of war are listed by Lord & Thomas in a brochure just issued by the agency, *Advertising in Britain Today*. The book offers these reasons:

1—Mirrors the commercial enterprise which remains in Britain, even in the third year of war.

2—Protects the advertisers' investments in trade-names, in the long interval between pre-war and post-war activity.

3—Keeps contact with the changing habits of the public (particularly of women) in war.

4—Keeps contact with the new market growing up during the war.

Upholds Morale

5—Fulfills its responsibility of maintaining the freedom of the press by non-Government support, the only practical way it can be done.

6—Plays an important role in upholding the morale of the people.

"In these reasons," the report continues, "you can see clearly why the British Government and the British people find nothing 'unpatriotic' in hard-hitting advertising, even of products that are short or unavailable. The Government invariably has stopped practices it considers prejudicial to the national interest. It has issued no edict against commercial advertising."

With the title "What is life like with the enemy less than 20 minutes away" and the subtitle "A report to American Business on life in England in the third year of war," the volume is made up of 32 pages, 12x17 inches, in whose copy, layout and typography the Ratner touch is evident.

Containing reproductions of many English advertisements of the past year, including examples of advertising placed by the British Government, the book, says Lord & Thomas, has been prepared for "a United States now facing the full, brutal impact of war" and will serve its purpose if it shows one thing: "That not war—only defeat—destroys the ways of democracy; destroys the spirit, the humor, the enterprise of a free people."

Big Swift Campaign

SWIFT & Co., Chicago (Allsweet margarine), has placed one-minute live and transcribed announcements three to six times weekly on a group of stations by J. Walter Thompson, N. Y. Thrice-weekly participations are being used on WLW, KDKA, KHJ. Other stations are:

WBT WSMB WALA WGST WDAE WAVE WOOD WCBS WMMN WCOL WTAM WGBF WFAA KTHS KXYZ KRBC KGNC KNOW KWFT KGKB KGKL KROD KRGV WBZ-WBZA WCAO WJAR WTAG WGY WSYR KVOA KMJ KFI KFBK KFRC KBND KORE KFJI KLBM WLBZ WCAX WDAF KLZ KFEQ KFH KARK KGBX KFPW WMBH WIBW KOY KOOS KMED KOIN KRNR KSLM KUTA KODL.

Canadian Broadcasters Face War Issues

Standardized Rate Plan Deferred At Session

WAR and its effect on broadcasting was brought home to Canadian broadcasters with telling force at every session of the eighth annual convention of the Canadian Assn. of Broadcasters at the Windsor Hotel, Montreal, Feb. 9-12.

Government officials told the industry it must have accredited representatives in Ottawa just as newspapers. Wartime Prices & Trade Board officials discussed how broadcasters could aid in keeping the government's price and wage ceiling policy in operation, while public relations officials told broadcasters they had not yet reached the top in the work they could do in ridding the public mind of its complacency.

Internal Problems, Too

Broadcasters dealt with the need for price mention in view of wartime curtailment of national spot business which looms as high as 75% on many Canadian stations, with the need for conserving their equipment, with the use of paid government time on radio stations, as well as with the annual question of rate structure standardization and other internal problems.

The growth of broadcasting in Canada was noted by the presence of more agency executives than at any past convention, including practically the entire board of directors of the Canadian Assn. of Advertising Agencies and a number from the board of directors of the Assn. of Canadian Advertisers.

The convention went on record unanimously to present a brief at an early meeting of the Board of Governors of the CBC to ask reversal of its policy forbidding price mention in commercials. Ken Soble, youthful manager of CHML, Hamilton, Ont., said at the Wednesday afternoon session that now was the time to ask that price mention restrictions be lifted.

He pointed out that the government was endeavoring to curtail manufacture of consumer goods through curtailment of advertising, direct or institutional; that already there had been a drop in national spot business, and that even an optimistic view presented a drop in such business of at least 25% in the next six months or a year.

Directors Named

Price mention would keep many stations in business which may otherwise have to drop out as national business receded, he added. Canadian stations, he pointed out, use far more national spot business than stations in the United States, many of whom have large local business due to price mention.

Election of a directorate increased from 7 to 11 members brought many new faces to the CAB board for the first time. Elected to the board were Harry Sedgwick, CFRB, Toronto; Ed Sandell, CKTB, St. Catherines, Ont.; Col. Keith Rogers, CFCY, Charlottetown, P. E. I.; Narcisse Thivierge, CHRC, Quebec; James Brown, CKOV, Kelowna, B. C.; A. A. Murphy, CFQC, Saskatoon, Sask.; Harold Carson, CFAC, Calgary, Alta.; George Chandler, CJOR, Vancouver; Phil Lalonde, CKAC, Montreal; N. Nathanson, CJCB, Sydney, N. B.; Jack Cooke, CKGB, Timmins, Ont. At the election Lloyd Egner, NBC, New York, and John J. Gillin, WOW, Omaha, were scrutineers for American broadcasters. Glen Bannerman remains as president and general manager, and Arthur Evans, as secretary-treasurer.

The CAB financial statement showed total receipts from fees of $42,468, expenditures of $31,802, with total surplus after all deductions added to the previous surplus amounting to $18,403 at end of 1941.

Man Needed in Ottawa

The broadcasters were urged in strong language by Frank Ryan, formerly manager of CKLW, Windsor, Ont. and now with the Wartime Prices & Trade Board, and Herbert Lash, Director of Public Information, to have a representative in Ottawa.

"My recommendation, and I can't make it too strong," said Mr. Ryan at the Tuesday luncheon, "is that you get the best man that you can lay your hands on and put him in Ottawa permanently to contact government departments to decide what additional services you should be getting—to write proper interpretative releases for all stations—to do this regionally where necessary—to see to it that on all occasions radio gets the recognition which its influence deserves and this can only be done with a practical shirtsleeve man who not only knows the requirements of radio but also how to work effectively with harassed, frightfully overworked men.

CBC's Liaison

"I have no hesitation in making the statement that if you don't do something about it, it is going to be most unfortunate for radio. The Canadian Broadcasting Corp. is doing yeoman service—I have had the utmost in cooperation from them—and more than one suggestion that private radio stations should get more consideration commercially. The CBC has splendid liaison coordination among various government departments, but it can't be expected to fight your battles, either for more commercial consideration, or even for recognition as an essential medium of informing the public of Canada. That's something you have to do for yourselves, if you want to make a struggle to put radio where it belongs, and if you are prepared to make some sacrifices to carry out the idea."

Mr. Lash said it would be in their interest to appoint a correspondent in Ottawa who would be able to attend the "off the record" press conferences of cabinet ministers. At present radio stations depend only on the news services for the news.

Such an observer, Mr. Lash pointed out, would be able to report and allow the stations to use such material as background or "editorial" policy. He praised stations for their cooperation in planning special programs originating in his office and for their accuracy in news broadcasting. He felt that station operators, however, did not as yet understand the importance of broadcasting as an influence on the public mind. He warned that radio must play its part in preventing complacency in public thinking.

BILL SHIRER, former CBS Berlin correspondent and author of the best-selling *Berlin Diary* (right), was the CAB convention's guest speaker. With him is Glen Bannerman, CAB president and general manager, a fulltime post.

Bannerman's Report

In his first annual report Glen Bannerman, CAB fulltime president and general manager, pointed out that because of the work done by radio stations for government agencies, "now practically no government advertising campaign is planned without taking broadcasting into consideration on a paid-for basis. For the first time since broadcasting became an industry the government has recognized it as an advertising medium worthy of being paid for its services along with other media." He mentioned that in addition to such paid time Canadian broadcasters had also contributed during the 1941 calendar year a total of $760,291 in free broadcast time for public service, not including such time as given without charge by the 25 independent stations linked in the CBC national commercial network.

Reviewing the year's work, he told of the numerous wartime committees and meetings on which he served as a CAB representative, of the help given by NAB officers in Washington and by network and agency executives in New York.

Discussing the increasingly friendly relations between the board of governors of the CBC and the CAB, he mentioned that at the next board meeting in March it is hoped to have final changes made in current transcription regulations which would benefit the smaller stations; that the recent CBC regulations restricting an advertiser from using more than one station in a given center will be discussed; that a change may be made in the CBC fee collection formula for business which comes to its network through the work of station representatives.

On the subject of priorities he

CAB CONVENTIONEERS caught by the photographer in informal parleys. Upper (l to r): Bill Backhouse, CKY, Winnipeg; C. W. Wright and H. N. Stovin, Stovin & Wright, Toronto. Lower: Joseph Hershey McGillvra, New York; Ralph Snelgrove, CFOS, Owen Sound, Ont.; Ted Campeau, CKLW, Windsor-Detroit; Phil Lalonde, CKAC, Montreal.

Bannerman reported that only a few days ago arrangements had been made whereby Canadian broadcasters would be placed in the same category as American broadcasters in obtaining equipment for repairs and replacements.

It was reported the Churchill Fund started at the last convention with the issue of a booklet on the life of Winston Churchill and sold through stations, had netted £2,000 of which £1,000 had already been sent to Mr. Churchill and turned over to the Lord Mayor's Fund, and that another check for an equal amount would be sent shortly. Stations were asked to continue the sale of booklets.

Sees Bright Prospects

Looking to the future, Mr. Bannerman declared, "No matter how trying necessary restrictions may be, it is my opinion that we shall not have as tough a time as during the depression years. To a large extent this is a testing time for every station. We can still work out our own destiny. We can still put our house in order. Advertising revenue may be restricted but not to the extent some of us think. Total national revenues are not likely to be greatly reduced. Many new products will come on the market. We can and should secure our share of promoting them to the public. We will have to work harder. We will have to render greater service to our local communities, but such service will ultimately pay dividends."

The convention was the largest attended in the history of the CAB, with some 150 registered and 52 stations represented out of a membership of 62 from all parts of Canada. More American broadcasters and allied industry representatives took part than ever before, headed by a delegation from the NAB and the networks.

In the discussion on rate structure standardization, William S. Hedges, NBC station relations vice-president, and John J. Gillin, manager of WOW, Omaha, were called on to tell what American broadcasters had done. The resolution to set up a standardized rate structure pending CBS cooperation and approval of the Wartime Prices and Trade Board was put aside for one year after five hours of debate. It was proposed to set up two time periods, with rates on a quarter-hour basis. A plan to drop frequency discounts for periods under a quarter-hour drew opposition.

The convention went on record to set up a committee to study the possibilities of developing a yardstick of measurement for broadcasting coverage and listener habits. The committee is to consist of seven members—two from the CAB, two from the Canadian Assn. of Advertising Agencies and two from the Assn. of Canadian Advertisers, with a research chairman to be appointed by the CAB directors. A sum of $5,000 was voted for the work.

The convention decided the directorate should be increased from 7 to 11, with 5 making a quorum. The constitution was revised, and it was decided that the fees would be the same as last year, twice the peak half-hourly rate per month.

At the Tuesday morning breakfast session for engineers, Lynne C. Smeby, NAB engineering director, discussed priorities, personnel, availability of equipment and what American broadcasters are doing. A. B. Hunt of the Northern Electric Co. (Western Electric in Canada) and Edmund Laport, chief engineer of RCA Victor, spoke on the Canadian developments, Mr. Laport urged them to conserve equipment to the utmost and to check junk boxes.

Agencies Ask Boost

Meeting with representatives of advertising agencies on Wednesday morning, the broadcasters were given facts and figures on an increase in the present 15 percent agency commission asked by the Canadian agencies, who were represented by A. J. Denne, of A. J. Denne Ltd., Toronto; E. W. Reynolds, of E. W. Reynolds Co., Toronto, and president of the CAAA; Adrian Head, of J. Walter Thompson Co., Toronto. No decision was reached at the following closed session of the CAB members, but it was decided to study the situation.

A meeting was held with John Atkins, of the Wartime Prices & Trade Board, at which was discussed the questionnaire the board had asked from stations in order to be in a position to meet problems arising from manufacturers and merchants covering their advertising costs and the costs of advertising media which are not at present under the price ceiling.

The study, which would be assembled by the CAB from briefs submitted by each station, would include data on economies which each station could make in operations and services, its taxation costs and import tax costs on equipment of all types and library services.

Joseph Clark, public relations director in the Department of National Defense for the Army and Air Force, told broadcasters how public relations were being handled, new steps now being inaugurated to give better service to radio stations, and praised cooperation given by the stations for local programs.

Government Campaigns

At the closing session Thursday, free time for government campaigns was discussed, and it was unanimously resolved that "where space in other media is purchased for such campaigns, it shall be a requirement of the CAB that their member stations shall receive like treatment in the use of the broadcasting medium . . . and shall give all possible additional support in free time comparable to the free support given in the editorial columns of other media." It was reported that Canadian broadcasters had thus far in the war given 125% free time for every paid campaign in which they had participated.

The annual question of bulk purchase of time was again aired, and the convention resolved such time should be restricted to programs in which only one product was advertised, or if more than one product, then only if it is owned or controlled by the same advertiser.

FRIENDLY NATIONS

Goodwill Marks Radio Folk at Canada Session

INTERNATIONAL amity pervaded the convention of the Canadian Assn. of Broadcasters. Guest speaker at the opening day luncheon was Neville Miller, NAB president, who told Canadian broadcasters some of the difficulties which American broadcasters were encountering now that the nation was at war.

For the visiting Americans and directors of the CAB, Dr. Augustin Frigon, assistant general manager of the Canadian Broadcasting Corp., gave a dinner party on the opening day. Lynne C. Smeby, NAB engineering director, discussed priorities and training with Canadian broadcasters, engineers and manufacturers at a breakfast session on the second day, presided over by George Chandler, CJOR, Vancouver, CAB technical chairman. William L. Shirer, CBS commentator, was guest speaker at a formal dinner Tuesday evening, attended by more than 600 broadcasters and advertising executives.

For list of registrants at CAB convention see page 53.

Stricken Ill at Convention

PHILLIP MORRIS, of CFPL, London, Ont., fainted at the Wednesday afternoon session of the CAB Convention at Montreal, and was taken to the hospital. Due to his sudden illness the session was adjourned and the convention went into its fourth day on Thursday.

Broadcasters and Engineers in Session at CAB Montreal Convention

WNYC Is Refused Plea for Fulltime

WCCO Interference Cited by FCC in Denial of Grant

MAYOR F. H. LaGuardia's quest for a fulltime assignment on a clear channel for New York City's municipal station, WNYC, collided with FCC technical regulations last week, resulting in a proposed denial of the WNYC application for fulltime operation on 830 kc., the clear channel occupied by CBS-owned WCCO, Minneapolis.

Basing its proposed findings of fact and conclusions on interference detrimental to both stations, the FCC last Wednesday said granting of the application would not serve public interest. The proposed decision terminated a heated controversy which came to hearing in March 1940.

In effect, the Commission held that the proposed operation of WNYC on 830 kc. would cause interference to WCCO's secondary service and at the same time would not do an adequate job in the New York metropolitan area. Mayor LaGuardia himself had appeared at the hearing and had hurled charges of monopoly against CBS and WCCO.

Violation of Rules

The FCC mentioned its rules governing Class I station operation, citing that granting of the application would violate these rules. This was not regarded as a clear-cut determination by the FCC that it did not propose to break down further clear channels, as it did in the case of the 850 kc. channel occupied by KOA, Denver, on which WHDH, Boston has been assigned fulltime. Last month the FCC authorized a third station on this channel — WJW, Akron [BROADCASTING, Jan. 26].

The Commission's proposed opinion, from which Commissioner George H. Payne dissented, brought out that under WNYC's application, it would serve only 31% of the total area normally protected for a Class II station. The population served would be only 37% to 41% of the population of the New York metropolitan district or 58% to 65% of the population of New York City.

WCCO, on the other hand, would receive interference throughout a substantial portion of its secondary service area. As an average condition impairment in reception would extend to 32% of this area having an estimated population of 7,300,000.

In its conclusions the Commission said that operation of WNYC on 830 kc. with 1,000 watts simultaneously with WCCO, using 50,000 watts, would be inconsistent with Section 3.25(a) of its rules providing that only one fulltime station may be assigned to 830 kc. Then the interference factors were cited.

WAR'S ON between the Reds and the Blues on the Chicago salient as NBC drug store cowboys lay down the barricades and crouch for action at the Merchandise Mart drug store. Batteries for Blue (l to r): Engineer Vern Mills, Announcer Donald Dowd (with rifle), and Engineer Harold Jackson. For the Red: Organist Elwyn Owen, Director Frank Papp, Announcer Bob Brown (with rifle).

WBS, AMP Add ASCAP to Libraries; Addition of Standard Is Slated March 1

WORLD Broadcasting System and Associated Music Publishers have joined NBC in making arrangements with ASCAP enabling stations subscribing to their library services to use ASCAP music included in the library releases on the air, even if the stations do not have ASCAP licenses at present.

As in the case of the NBC Thesaurus [BROADCASTING, Feb. 9], the subscribers to the World and AMP libraries may use ASCAP music only on sustaining programs and not for commercially sponsored broadcasts.

Standard to Start

Standard Radio transcription library service will start to release music of some ASCAP publishers March 1, M. M. Blink, co-owner, of Standard, announced last week. Non-ASCAP stations except those in Nebraska, Florida and Wisconsin, can now play Standard transcriptions of ASCAP music on sustaining programs.

By dealing individually with a number of the publishers Standard has been able to do away with the 25- and 50-cent fees on use of music for programs other than local commercials.

Don Allen, Standard production manager, stated the industry is indebted to BMI, SESAC and the hundreds of small independent publishers for providing a quantity of good music at a reasonable fee. The release of ASCAP music, it was stated, is to provide service to those stations with ASCAP licenses who have demanded ASCAP music. But the company intends to continue releasing large quantities of music to the non-ASCAP stations.

John Paine, general manager of ASCAP, said he had also received a letter from Standard Radio regarding a similar arrangement for that company's transcription library, and that presumably this would go through shortly. He explained these arrangements were made for a "very limited period", which is understood to be about three months, and that ASCAP agreed to them only because it does not want to be in the position of enabling the broadcasters to say they are being forced to take out ASCAP licenses.

"With ASCAP music back on the networks and again the most popular music," Mr. Paine stated, "stations with ASCAP licenses are demanding these tunes from their transcription library services. To enable the services to meet this demand without recording two sets of releases, one with ASCAP music for these stations and another with no ASCAP tunes for stations which have not as yet taken out our licenses, we have agreed to this temporary procedure."

Emphasizing the temporary nature of the arrangements, he added that in his opinion clearance-at-the-source would not work out well for transcription library services as a permanent arrangement. Unlike NBC, which is securing its recording rights from individual ASCAP publishers, WBS and AMP have made their recording arrangements with Harry Fox, agent and trustee for the majority of ASCAP publishers.

Expected CBS Earnings

THE *Wall Street Journal* reports that expectations of earnings of CBS for the quarter ending March 31, 1942 are between $900,000 and $1,000,000. This would compare with a net profit of $1,487,686 or 87 cents per share on combined Class A and Class B shares reported for the 13 weeks ended March 29, 1941. The company's earnings for the first quarter of 1941, it was stated, must be recalculated on the basis of the 1941 Revenue Act.

BMI Drops Survey

AS A PART of its budget trimming, BMI has discontinued the performance checking service conducted by the Department of Psychology of City College of New York. Dr. John G. Peatman, director of the checking service which considers the size of the networks broadcasting each song, estimated listening audiences.

Dispute of AGMA And AFM Settled

Recognize Each Other Under Pact and Suit Is Dropped

SETTLING an interunion jurisdictional dispute of nearly two years' duration, James C. Petrillo, president of the American Federation of Musicians, and Lawrence Tibbett, president of the American Guild of Musical Artists, last week signed an agreement providing that:

"The jurisdiction of the AFM over concert solo instrumentalists and accompanists in all fields is recognized by AGMA. However, AFM recognizes AGMA's position and authority as the exclusive collective bargaining agency for all solo concert artists including solo instrumentalists for the purpose of their activities in the concert field and in their dealings with their managers in such concert field.

Suit to be Dropped

"AGMA does not object to the right of AFM to enroll solo instrumentalists as members of AFM, and AFM does not object to the right of AGMA to enroll the solo concert artists, above described, as members of AGMA."

AGMA waives jurisdiction over accompanists, conductors, composers, arrangers, instrumental groups and orchestras, as these groups are in the AFM's sole jurisdiction, according to the agreement, which also states that the pending lawsuit between AGMA and AFM, now pending in the Supreme Court of New York, shall be dropped. Solo concert artists may now be required to belong to both unions, but the agreement states that "AGMA and AFM agree that the aggregate dues and initiation fees paid by such artists shall be reasonable."

CBS NET IN 1941 ABOUT $4,800,000

CBS in 1941 had net earnings of approximately $4,800,000, equivalent to $2.80 per share, according to preliminary figures released last week by the network's treasurer, Frank K. White, with a statement that the annual financial report will be mailed to stockholders about April 1, after the audit is completed. Net earnings in 1940 totaled $5,066,600, or $2.91 per share.

The 1941 figures, the report states, are after deduction of $1,800,000 for estimated Federal income and excess profits taxes, an increase of $1,375,000 over the previous year, and after the net profit of approximately $220,000 from the sale of stock in the subsidiary artist management companies was transferred to the CBS reserve for contingencies.

The CBS board of directors last week declared a cash dividend of 30 cents per share on the Class A and Class B stock of $2.50 par value. Dividend is payable March 6 to stockholders of record Feb. 20.

From Our Chicago Bureau

WTAQ, Green Bay, Wis., is now operating with 5,001 watts. Latest addition to the engineering staff is Guy Watts.

The Test—Can the Enemy Utilize It?

Radio Censor Suggests Formula to Gauge All Programs

Because of the wide interest in Federal radio censorship and difficulty experienced in conforming to the wartime restrictions, BROADCASTING *has asked J. Harold Ryan, Assistant Director of Censorship handling broadcast matters, to give an accounting of his stewardship and to discuss some of the mutual problems that have arisen. Mr. Ryan praises broadcasters for their cooperation but warns of unsuspected dangers that lurk in every day's program schedule.*

JOHN HAROLD RYAN

By J. HAROLD RYAN
Assistant Director of Censorship

THE Office of Censorship is entering its seventh week of operation.

During the six weeks past, the Radio Division of the Office has turned out about 500 letters, some 80% of them opinions on specific programs presented by radio broadcasters.

These letters were written in response to queries which flowed into the Office following issuance of the Code of Wartime Practices for American Broadcasters.

Most of the requests sought clearance for programs of the man-on-the-street type. Some of them sought the Office's interpretation on specific request programs.

Need Recognized

The radio division has not had a difficult job, for most broadcasters realized the necessity for certain controls long before the Office was established and thus were in observance of the Code's suggestions before they were written.

This evident alertness of broadcasters and newspapermen to the need for caution justified Byron Price, Director of Censorship, in his determination to keep the codes of both divisions strictly voluntary in application. Perhaps the most significant statement in the 2,500 words of the Code of Wartime Practices for American Broadcasters is in the second paragraph of the document:

"The broadcasting industry has enlisted with enthusiasm in the endeavor, and the following is intended to be helpful in systematizing cooperation on a *voluntary* basis during the period of the emergency."

The Code is a springboard then—a general concept of the industry's problems in time of war. It is the job of the Office of Censorship to see to it, insofar as possible, that information of value to the enemy be kept from him. Although the formal staff of the radio division in the Office of Censorship includes only five people, every broadcaster who speaks on the air or supervises the work of those who do perform before microphones is a censor. His conduct during the difficult days ahead should be considered in light of the question, "Will I be helping the fellow who's hurting me?"

The industry's acceptance of suggested restrictions set down in the code has evidenced the broadcaster's thorough understanding of his wartime responsibility. Some there were who didn't picture the quiz program section of the code in the same way that we in Censorship saw it. Certain compromises were suggested for the salvation of the man-on-the-street type of program. But it has been our basis of interpretation in considering these proposals that no informal, catch-as-catch-can interview type of program is free of danger if a given individual can enjoy reasonable guarantee of participation.

The same general interpretation applies in the case of request programs. Any request program which, because of its pattern, lends itself to the machinations of the enemy should be changed or taken off the air. The determinant is, "Can the enemy utilize it?"

Danger of Sabotage

It requires little ingenuity to enforce your participation on programs which fall into either of these categories.

The man who operates a small station in some area far from national boundaries might think that such regulation works an unnecessary hardship on him. He must remember that this is an all-out war effort. Although he may not know it, there might be a half-dozen plants in his area manufacturing defense materials. Those plants are potential victims of saboteurs, and such agents as these must have methods of communicating *with each other* as well as with their superiors who may be located miles away. Maybe such a plant manufactures only firing pins for 77 mm. guns. But should the efforts of saboteurs destroy 10,000 of those pins, 10,000 desperately needed artillery pieces would be shelved until new machines could be tooled and new pins turned out.

Remember, too, that you do not know the power of your 250 or 1,000 or 5,000 watts. A manager of a West Coast radio station was in my office the other day. Eight years ago he was a telegrapher on a ship operating in China waters. At night-time, when standard broadcast channels cleared, he could pick up 287 United States broadcasting stations across those thousands of miles. And his receiver was a one-tube unit. That was eight years ago, and modern transmitters are much more efficient.

Matter of Authority

The questions put to us in Censorship by broadcasters indicate their awareness to the dangers. We are fearful, nevertheless, that many radio stations are carrying right now programs which unwittingly lend themselves to the aid of the enemy. If we could speak personally to each broadcaster, we would ask him again to read his code, to digest the precautions it outlines and then to re-scrutinize his programs.

Thus far, the Radio Division of Censorship has issued two confidential reports pursuant to that section of the code which provides that certain general communications will be directed to broadcasters as experience dictates the need of deletions or enlargements. There has been evidence that some broadcasters are having difficulty establishing the identity of "appropriate authorities" in observing the news section of the code. The Office of Censorship is bending all efforts toward an early clarification of this problem.

But, in the last analysis, the purpose of Censorship is as much an assignment for the broadcaster as it is for the constituted officers in the censorship division of the Government. Only in this nation of all nations, free or enslaved, is the broadcaster a free agent in determining the programs his listeners will hear.

No broadcaster's coverage map describes his audience completely. Within range of his station's signal are thousands and thousands of loyal, liberty-loving Americans; but listening, too—and be certain you believe this—are those who would throttle the institutions and the traditions we believe in. That's what the war's all about. And that's what censorship is all about.

ADDITION of WJHO, Opelika, Ala., brings the total of MBS stations to 198. WJHO operates on 1400 kc., with 250 w. day, 100 night.

Fisticuffs Enliven FCC Georgia Case

Witness and State Officials Find Words Are Inadequate

CLIMAXING in a threatened physical brush and fisticuffs between a witness and a special attorney general for the State of Georgia, the FCC on Feb. 7 virtually concluded its hearing on the license renewal application of WGST, Atlanta.

The final session of the hearing has been set for Feb. 26, when one of the prospective lessees of the station, Arthur Lucas, is to testify. His previous appearance on the stand was cut short because of ill health, and the postponement was granted to allow convalescence.

Chairs and Fists

The physical outburst came in the closing minutes of the proceedings after six consecutive days of hearings through the week of Feb. 2. Since its start early in December, tension has run high in the hearing, with Georgia politics playing a featured role in heated pro and con discussions revolving around the leasing of the station by the licensee Georgia School of Technology for the last 10 years to Southern Broadcasting Stations Inc., headed by Clarence L. Calhoun, Atlanta attorney, and Sam Pickard, former Federal Radio Commissioner and former CBS vice-president.

Also figuring in the case is a prospective lease arrangement between the licensee school and a company headed by Mr. Lucas and William Jenkins, both Georgia chain theatre operators and owners of a group of Georgia stations [BROADCASTING, Jan. 12].

The hearing reached its highest of many high points in the closing minutes, during testimony of Mr. Calhoun. Hearing one of his statements branded as a "lie" by John E. McClure, Washington attorney who was named a special attorney to represent Georgia in the case by Gov. Eugene Talmadge, Mr. Calhoun jumped to his feet, brandishing a chair, with Mr. McClure meantime countering with a fist poked in his direction. The outburst was immediately quelled by Reed T. Rollo, one of the Georgia counsel, and others, followed by an apology by Mr. Calhoun.

The incident was the extreme example of the hard feelings shown by the long string of parties interested in the WGST matter.

Witnesses during the six-day hearing session included Messrs. Pickard and Calhoun; Mrs. Paula Wilhite, bookkeeper of WGST; R. Donald Harvey, member of the board of regents of the University System of Georgia; Victor Rehark, Atlanta accountant; L. W. (Chip) Robert Jr., member of the radio committee of the board of regents and former treasurer of the Democratic National Committee.

Two Investigations of FCC At Once by House Foreseen

Both Cox and Sanders Measures Are Pushed by Backers Though FCC Opposes Former Plan

PROBABILITY of concurrent hearings on both the Cox Resolution (HRes.-426), to investigate the FCC from stem to stern, and the Sanders Bill (HR-5497), ripper measure to rewrite the existing Communications Act, was foreseen by mid-March in the face of efforts of the FCC majority to frustrate the Cox inquiry.

While no formal steps were taken last week either by the House Interstate & Foreign Commerce Committee or the all-powerful Rules Committee on the two legislative moves, it nevertheless was confidently predicted that action would be forthcoming shortly. It was expected the Rules Committee, meeting early this week, would report out the Cox Resolution for appointment of a select committee of five to conduct an investigation.

Fly Main Target

While the FCC majority, headed by Chairman Fly, has made no bones about its opposition to the Cox proposal, the Rules Committee nevertheless appeared disposed to act favorably. Rep. Cox (D-Ga.) has made Chairman Fly his main target, as has Rep. Dies (D-Tex.), who has charged Communistic influence in the FCC's Foreign Broadcast Monitoring Service and its law department.

The House Interstate & Foreign Commerce Committee, headed by Rep. Lea (D-Cal.), made known last week that it would carry forward plans made two months ago for hearings on the Sanders Bill. Rep. Lea conferred with former FCC Chairman E. O. Sykes last week, as president of the Federal Communications Bar Assn., which already has gone on record in favor of the major provisions of the Sanders Bill, introduced by Rep. Jared Y. Sanders (D-La.) after consultation with industry representatives.

Initially, the FCC was strenuously opposed to the Sanders Bill, but since the introduction of the Cox Resolution sentiment has shifted in favor of the regular legislative hearing rather than the select committee proceeding, which usually results in dead-cat-tossing and innuendoes.

In some quarters it was thought the FCC majority's view was that the Sanders Bill is the lesser of two evils. Besides, if the Cox Resolution is killed, it is intimated, there would be a chance of stymieing the Sanders Bill before the House, in the Senate, or in conference between the two houses.

At the Interstate Commerce Committee, it was stated that a date would be set for the hearing within the next ten days or two weeks. The committee would allow parties at least two weeks to prepare presentation of their testimony. Since the committee already has voted favorably for the hearings, there is little chance of a reversal, it was thought.

Meanwhile, the Rules Committee is expected to act on the Cox proposal on Tuesday or Wednesday. House action then would be in order. There has been inferred approval of the House leadership on the Cox proposal, largely on the ground that the FCC has improperly administered a "good law". Rep. Cox has charged Chairman Fly with efforts to "federalize communications including broadcasting".

May Run Together

There were counter-thrusts on behalf of the FCC, highlighted by the Feb. 3 statement of Rep. John E. Rankin (D-Miss.) commending Chairman Fly [BROADCASTING, Feb. 9].

If action is taken by both committees according to schedule, there is the possibility that the hearings will run simultaneously—those on the Sanders Bill looking toward a rewriting of the statute and separation of the FCC into two autonomous divisions. One of these would handle broadcasting and related services as a division of public communications, and the other would handle communications under a division of private communications. Each division would have three members, with the chairman as executive officer sitting in on a division only when there is an absentee or when allocation matters are involved.

If an investigation is held, it was indicated to BROADCASTING last Wednesday by Rep. Dies (D-Tex.), chairman of the special House Committee to Investigate Un-American Activities, the committee's files would be made available to investigators going into personnel matters of the FCC.

The Dies Committee

Although it now appears that the Dies Committee, as an investigating unit, has gone about as far as it can in its consideration of FCC matters, further activity on its part might conceivably follow if the Senate does not approve the House proviso in the Independent Offices Bill banning payment of the salary of Dr. Goodwin Watson, chief analyst of Foreign Broadcast Monitoring Service, out of the funds contained in the bill for operation of the FCC during fiscal year 1943. It is thought that in this event Chairman Fly or Dr. Watson, or both, might be subpoenaed to appear before the Dies Committee.

Mixed emotions reflected in the industry prior to the introduction of the Cox Resolution have tapered off somewhat. The general view is that no one can dispute the right of Congress to inquire into the activities of one of its creatures. Since the preponderant House view appears to be that "wrong men" are administering a "right law", the industry feels the matter is one for Congress to decide in the way it sees fit. Its case probably would be presented before the Interstate & Foreign Commerce Committee on provisions of the statute which may have been improperly applied or which need change or pointing up.

Arguments that there should be no mud-slinging during the war emergency apparently have not impressed many members of the House Rules Committee. While interest, of course, centers around the war effort, Congress nevertheless has not seen fit to relax civil statutes and the regulatory agencies, notably the FCC, are proceeding as in the pre-war era, it was pointed out.

Warning to FCC

THE FCC has no business messing around in radio frequencies and assigning them to broadcast outlets, it has been notified by a Brooklyn inventor. In a recent letter to the Commission, the Brooklynite explained that he held a patent "covering the use of electrical potential sources" and served notice on the Commission "to cease and desist in rationing your wavelengths for national, mutual and independent broadcasting and other purposes." In defense of the FCC, Secretary T. J. Slowie cited Section 301 of the Communications Act of 1934.

Additional Fund for FCC Sets Record; Provision Made for 408 New Employes

BRINGING the FCC's total 1942 appropriation to a record-breaking $5,655,924, the House last Monday approved a supplemental FCC grant of $587,195 as part of the First Deficiency Appropriation Bill of 1942. The additional funds, which boost the Commission's 1942 appropriation far beyond any previous year's, will permit expanded operation of the FCC on a full wartime basis up to the end of fiscal year 1942, June 30.

However, in view of constantly expanding defense functions, particularly along monitoring lines, FCC funds in 1943 are expected to exceed the record figures of this year. Now pending before the Senate Appropriations Committee, following House passage Jan. 22, is the $4,991,219 FCC appropriation for fiscal year 1943.

War Funds Expected

It is expected that funds substantially increasing this figure will be asked subsequently, since the 1943 budget, as approved by the House, was predicated on a defense rather than wartime basis.

Although no difficulty is foreseen in securing all needed funds for FCC operation, more than ordinary interest is being accorded Senate consideration of the Independent Offices Supply Bill, providing FCC funds, since the House incorporated a provision specifically prohibiting use of any 1943 funds to pay the salary of Dr. Goodwin Watson, chief analyst of the Foreign Broadcast Monitoring Service, charged with Communist-front interests and activities [BROADCASTING, Jan. 26].

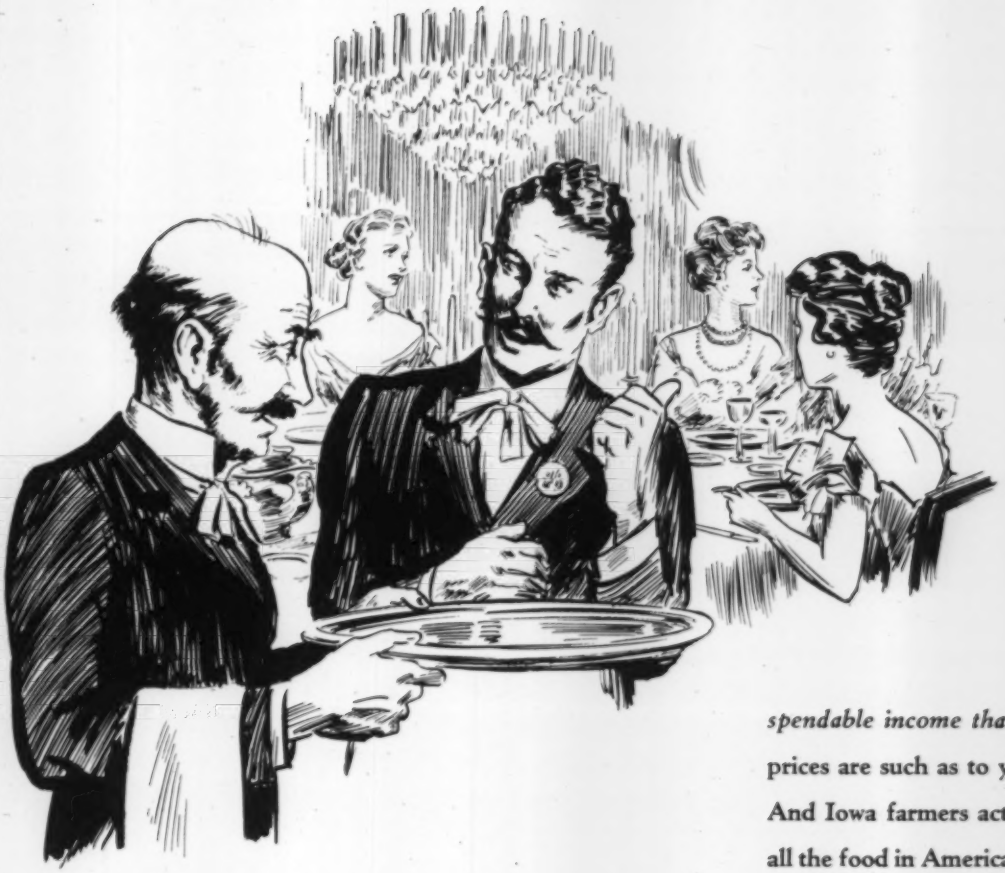
Now passed on to the Senate Appropriations Committee, the deficiency bill provides funds for the employment of 408 additional FCC employes, mostly engineers and other skilled personnel necessary to expanding defense work.

Broken down, the $587,195 total includes $80,048 for personnel for an enlarged 24-hour watch at 11 primary monitoring stations operating under the National Defense Operations Section; $224,470 for reserve units for 24-hour watches at 80 secondary monitoring stations and mobile units; $13,520 for additional NDOS personnel at Washington headquarters; $114,375 for the Routine Operations Section for cooperation with the Air Corps combat force at interceptor commands and coastal information centers in air-raid activity; $97,162 for property protection at primary stations; $3,795 for clerical and administrative assistance to the Defense Communications Board; $13,335 to the Safety & Special Services Division for a survey of commercial communications facilities, for experimental problems and for operator examinations, etc.; $19,715 for the Common Carrier Division for priorities work; $4,035 to the Broadcast Division for priorities work; $16,740 for the FCC Law Department.

The 408 new employes provided for in the supplementary grant include 354 in the field and 54 in departmental service in Washington. Included in this number, most of which are engineers, are eight attorneys and eight clerks to work in the field with FCC inspectors in connection with the prosecution of illegal radio activities.

Coca-Cola Discs

COCA-COLA Co., Atlanta Beverage, about April 1 will start a campaign on 44 stations, using quarter-hour recordings of music by Mexican, Venezuelan, Colombian and Cuban talent. Al Steele of the radio department of D'Arcy Adv. Co., New York, Coca-Cola agency, is currently in Mexico City lining up the talent for the series which consists of some 156 discs to be recorded there.



"MUST BE A BUNCH OF IOWA SCHOOL-TEACHERS!"

For many years it's been an old gag that Iowa people ("school-teachers!") are always traveling, always sight-seeing, always turning up in select and expensive places. It's an old gag, and a true one! But it's true only because the rich Iowa land produces an enormous excess of income, over and above the bare requirements of living (75% of all the Grade A land in America is within 250 miles of the center of Iowa).

This year, Iowa people are going to have more spendable income than in 1929. This year, farm prices are such as to yield *all* farmers a real profit. And Iowa farmers actually produce *one-twelfth* of all the food in America!

So how can you get your share of the record 1942 Iowa income? Radio of course offers the greatest coverage at the lowest cost. And despite the 17 commercial stations in the State, plus all the various outside stations heard here, more than one-half of all Iowa families report spending more than 70% of their listening time with WHO!

Incidentally, you can buy 13 daytime quarter-hours on WHO for as little as $76 apiece. Doesn't that suggest something to you? Write us direct—or just ask Free & Peters!

WHO
+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

Stahlman Testimony Ends Press Hearing

Traces History of Radio News in Decade

SOUNDING a different note on an old theme, the FCC's newspaper-ownership inquiry came to life for a few minutes again last Thursday, with a brief appearance on the witness stand by Comdr. James G. Stahlman, publisher of the *Nashville Banner* and former ANPA president, now on active duty with the Navy Department. Although the proceeding was recessed "to a date to be set", there seems little doubt that the seven-month proceeding is all but over.

More FCC Exhibits

It is understood the FCC still is to offer some revised exhibits, and possibly will call another witness or two in connection with them, but the hearing apparently has completely lost momentum. FCC Chairman James Lawrence Fly has made only two or three appearances at the proceedings during the last several weeks.

Judge Thomas D. Thacher, chief counsel of the Newspaper-Radio Committee, also has been absent for several weeks because of the press of other duties, many of them of an important defense nature.

Committee Chairman Harold V. Hough and A. M. Herman, associate counsel of the Committee, have returned temporarily to their homes and businesses in Fort Worth. Sydney M. Kaye, associate counsel of the committee, who handled the committee's affirmative presentation, was present for the Stahlman appearance only as an observer, asking no questions.

FCC Power Stymied

Although Comdr. Stahlman's appearance under subpoena represented a victory of sorts for the FCC, most of the sting was taken from the Commission's success when Elisha Hanson, counsel for ANPA and Comdr. Stahlman, reminded the bench that while the Court of Appeals had upheld the FCC's authority to require his appearance, it also had indicated unequivocally that the Commission was without power to preclude newspapers from owning and operating radio stations or to engage in a fishing expedition "in hope something will turn up".

On the stand for about 30 minutes, Comdr. Stahlman was questioned only briefly by FCC Counsel Marcus Cohn, since most of the questions to have been addressed to him when he was originally to appear in the opening days of the newspaper inquiry have been answered by other FCC witnesses.

Indicative of mere pro forma interest in Comdr. Stahlman's appearance was the action of Chairman Fly in leaving the bench after brief introductory statements by Counsel Hanson and Cohn and before the actual examination of Comdr. Stahlman had fairly started.

July Inquiry Recalled

The Stahlman appearance recalled the first hours of the inquiry, in late July, when Counsel Hanson arose and heatedly argued with Chairman Fly the FCC authority to conduct the inquiry, climaxing his argument by serving notice that he had advised Comdr. Stahlman and three other witnesses to ignore the FCC's subpoena, terming them "a nullity in the eyes of the law".

Bringing the matter to court, after Comdr. Stahlman had followed advice of counsel and refused to appear and testify, the FCC subsequently won a U. S. District Court ruling that the subpoena was valid and enforceable. This opinion later was appealed to the U. S. Court of Appeals by Comdr. Stahlman, with that court on Jan. 26 again upholding the FCC's subpoena powers, but with two of its three members, Chief Justice D. Lawrence Groner and Associate Justice Fred M. Vinson, inserting a dicta in the opinion that struck at the heart of the whole move against newspaper ownership [BROADCASTING, Feb. 2].

In the light of the appeal decision, the Stahlman appearance was plainly anti-climax. In introducing the witness, Counsel Hanson reviewed the various phases of the Stahlman case, tracing its course from the opening day of the newspaper hearing, July 23, 1941, through the Court of Appeals decision and dictum.

"In view of its unequivocal language on the chief point of controversy," Mr. Hanson commented, he explained he had advised that no further appeal should be made and that Comdr. Stahlman should appear if the FCC still wished him to do so.

"Pilfered" News

When he noted that a copy of the recent decision might well be incorporated in the record, Chairman Fly commented that this would not be necessary, since the opinion was a matter of public record which the FCC law department doubtless already had read.

"I hope they have," Mr. Hanson replied quickly. "And I hope they understand it and enjoyed it as much as I did."

Taking the witness stand, Comdr. Stahlman briefly reviewed his interest in the radio news picture, both on his local scene as a newspaper publisher and as an officer of several publisher organizations, chief among them ANPA. He indicated that purported "theft of news" by stations in the early '30's first aroused his interest in developing an acceptable news broadcast policy. Continuing, he reviewed press association moves toward supplying news service to radio stations and publishers' moves against "pilfering" of news, along with the development of the short-lived Press-Radio Bureau.

Cross-examined by Mr. Hanson, Comdr. Stahlman commented briefly on the Nashville situation, centering chiefly on WSM's efforts to secure United Press service for *Esso Reporter* broadcasts. Pointing out that he opposed this move specifically, he said he did not take this position just because he thought the *Banner* should be protected in its UP franchise, but because he was opposed to sponsored news reports. "I don't sell news on my front page, and I don't think a radio station should."

WNEW and New York Daily News Tieup Covers 24-Hour News Report Schedule

AS A PUBLIC service feature, not available commercially, WNEW, New York, and the *New York Daily News* have made arrangements whereby the newspaper supplies WNEW with daily five-minute news periods, every hour on the half-hour, 24 hours a day, effective Feb. 15, 12:30 a.m.

The news periods, designed by a staff of *Daily News* editors, summarize up-to-the-minute war news, developments on the home front locally, nationally and in such special fields as sports or the theatre. Gathered by AP, the *Chicago Tribune Press Service* and *News* reporters, the bulletins are condensed for broadcast each hour and sent to WNEW studios via teletype.

Revamp Schedule

Under the new setup, WNEW has discontinued its 11 quarter-hour news periods daily except for commentaries by John B. Kennedy, Charles Hodges and Kathryn Cravens. The mutually cooperative pact was effected by Roy C. Hollis of the *News;* Milton H. Biow, and Bernice Judis, manager of WNEW.

According to the *Daily News*, the 24 news summaries per day are "within earshot of 80% of the newspaper's 1,950,000 daily readers, and about 80% of the 3,900,000 Sunday readers."

In celebration of the news tie-up between WNEW, New York, and *The New York Daily News*, which started yesterday as a daily feature, WNEW gave a luncheon Feb. 10 at the Newark Athletic Club in honor of all leading New Jersey advertising agencies.

Guest speaker was Dr. Paul S. Lazarsfeld, director of the Office of Radio Research, Columbia U, who expressed the belief that the new arrangement WNEW now had with the *Daily News* would give its listeners news in concise form at sufficiently frequent intervals for all to hear it.

Among those attending were:

Hayden P. Holden, Alfred F. Toker, Milton Lewis of Lewis & Tokar; Alvan Sommerfield, Sid Fishman, Walter Duncan, Herman M. Bess, Lou King, Burt Lambert, Kermit Moss, Cliff Glick, Ernest Walker, all of WNEW; Dr. Paul F. Lazarsfield, Columbia U; William N. Scheer, Scheer Agency; Richard Gulick, Al Heibert, of Charles Dallas Reach; William Andrews, Grant Scheck, Julius Scheck of Scheck Agency; Al Lewin, A. W. Lewin & Co.; Mort Fried, Hyman Levy Adv. Agency; Samuel Green, Tasty-Yeast Corp.; Max Green, Benjamin Green, Max Gans, United Adv. Agency.

Walter Duncan watches Dr. Lazarsfeld congratulate Herman Bess

'Tavern' For Sanka

GENERAL FOODS Corp., New York, sponsor of *We, The People* for Sanka Coffee on CBS since the fall of 1937, on March 17 will replace it in the Tuesday 9-9:30 p.m. period with the comedy program, *Duffy's Tavern*, which goes off CBS March 12 for Schick Injector Razor Co. Sponsoring the latter series Thursdays 8:30-8:55 p.m., is Magazine Repeating Razor Co., New York, forced to cancel the program because of priorities. Star is Ed Gardner as "Archie," who also writes and produces the series. According to Young & Rubicam, New York, agency for Sanka Coffee, plans are being made for continuing *We, The People*, but are not yet complete.

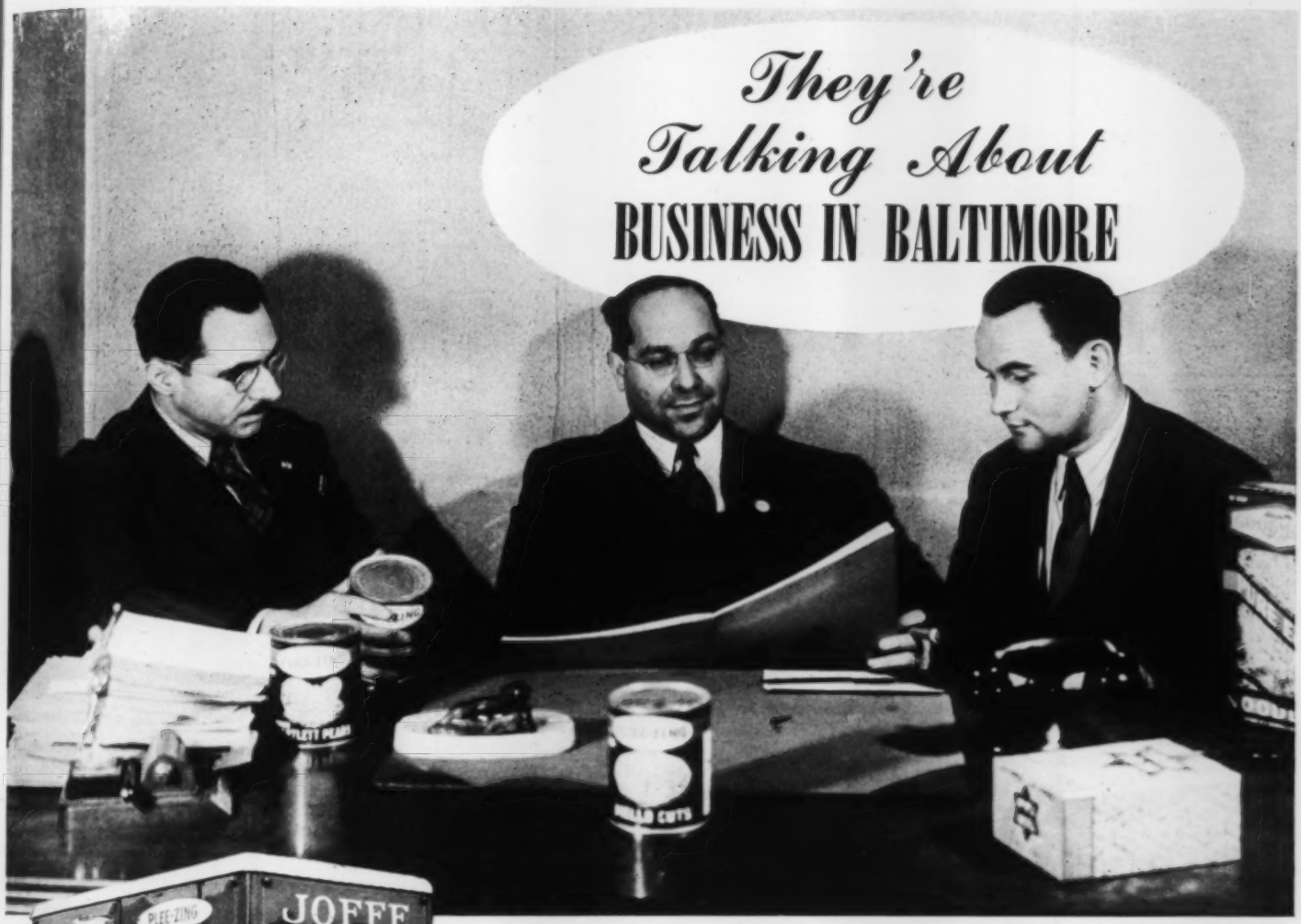
Ontario on Blue

DESPITE wartime restrictions on autos and tires which might deter Americans this summer from their usual amount of travel, the Ontario Tourist Bureau, Toronto, will definitely sponsor a 15-week series of half-hour variety programs on the Blue Network to attract U. S. tourists to Canadian vacations [BROADCASTING, Nov. 24, 1941]. Starting March 20, the series will be heard Fridays at 7:30 p.m., starring Colonel Stoopnagle, and music by Canadian singers and orchestra. Agency is Walsh Adv. Co., Toronto.

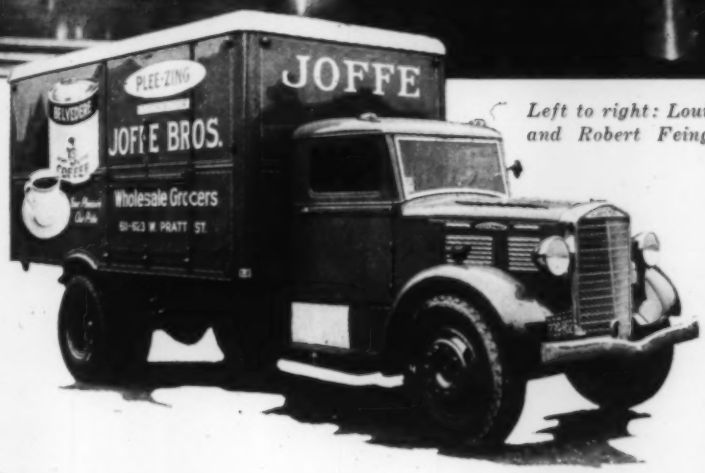
Jacques Resumes

JACQUES MFG. Co., Chicago (K-C baking powder), has resumed its schedule of minute and half-minute transcribed announcements on approximately 100 stations. Account is placed direct under supervision of Charles Hendrickson, advertising manager. Discs were cut by WBS.

They're Talking About BUSINESS IN BALTIMORE



Left to right: Louis Weinstein, office manager; Michael Joffe, president, and Robert Feingold, salesman for Joffe Bros., wholesale grocers.



Michael Joffe, president of Joffe Bros., is speaking:

"Yes, we're glad to talk about 'Business in Baltimore'—particularly the business which WBAL helps us to get.

"We handle a general line of nationally advertised goods within a 50-mile radius of Baltimore and have exclusive distribution on a line of Kosher (Jewish) Food Products from Pennsylvania to Florida.

"Our eleven salesmen find dealers definitely interested in food products advertised over Station WBAL which, with its increased power and Red Network affiliation, really covers the million and a half consumers in this field."

WBAL
50000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NBC Red—*The Network most people listen to most*

Butte Anniversary

HISTORY REPEATED itself when KGIR, Butte, Mont., celebrated its 13th anniversary with a program featuring the Butte Male Chorus, thus duplicating the station's first program heard in 1929. After an hour of song, chorus and staff cut an anniversary cake presented by a sponsor, Town Talk Bakery. Another feature of the anniversary was a letter-writing contest titled, "Why I own a Radio," in which more than fifty prizes were awarded.

Plan for Child Research Study Discussed by Educator Group

Resolution Passed to Consider Project Designed To Start Cooperative Fact-Finding Service

ALTHOUGH failing to act affirmatively on a proposal to set up a cooperative research and service agency for children's radio programs, a group of 75 broadcast-educators in the juvenile field, meeting in Washington last Monday, decided to appoint a "committee of exploration" to make studies to determine whether such an agency should be established.

It is expected Dr. Studebaker, U. S. Commissioner of Education and chairman of the conference, shortly will announce committee members.

Hinging on a suggested plan to establish a children's program organization, developed by the Evaluation of School Broadcasts staff of Ohio State U, discussion at the day-long session mirrored conflicting views on how best to deal with juvenile program problems.

Shepard's Views

After several speakers had questioned the need for further studies during the war emergency, W. W. Charters, director of the Bureau of Educational Research, Ohio State U, introduced the resolution calling for the appointment of a special committee to further examine the idea of a fulltime children's program research and service agency.

Speaking as a practical broadcaster, John Shepard 3d, president of Yankee-Colonial Networks and chairman of Broadcasters' Victory Council, pointed out that with the country on a war basis, it did not appear that any far-reaching, expensive study of children's programs was sufficiently important to take precedence in war time.

He observed that if educators were worried about blood-and-thunder programs, they only had to look to the grim story of the war itself to realize that at present there is no substantial problem on children's features.

Belmont Farley, director of public relations of the National Education Assn., told the conference that educators should not try to adapt programs to the listening habit of children—a job for writers — adding that instead children might become adapted to proper radio listening methods—a job for teachers in impressing on students an appreciation of radio.

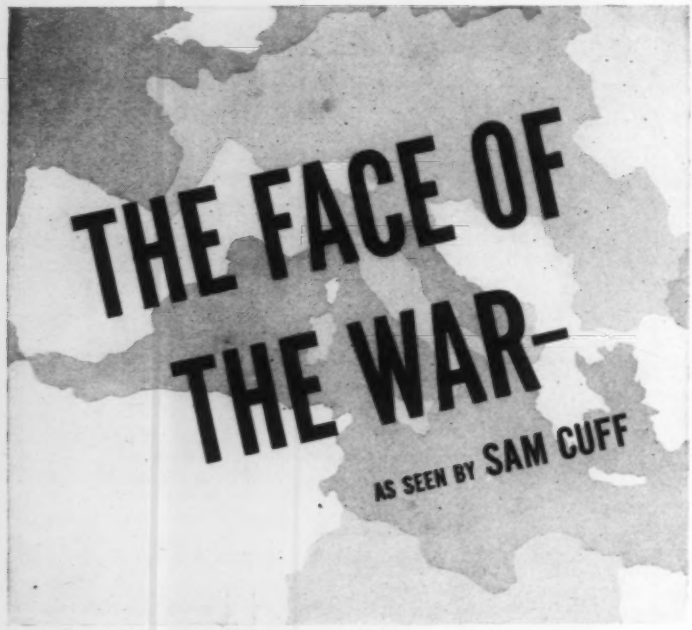
Harold A. Safford, of WLS, Chicago, observed that he saw no reason for "more research" contending that children's programs already have been oriented to accord with research during the last few years.

Other speakers at the meeting, which became a general forum session before it concluded, included Judith Waller, Midwest educational director of NBC; Mrs. Dorothy Lewis, of the Radio Council on Children's Programs; Davidson Taylor, CBS assistant director of broadcasts; Mrs. Sidonia Gruenberg, Child Study Assn.; Josette Frank, Superman Inc.; Paul Peter, NAB director of research.

A highlight of the Ohio U pro-

(Continued on page 44)

For "Hard-to-Please" Sponsors, try...



...TIMELY! RESULTFUL! SUCCESSFUL!

During the past three months, 25 new stations have subscribed to "The Face of the War as Seen by Sam Cuff," and dozens of stations and sponsors have renewed. Today, this outstanding five-minute, 3-a-week recorded feature is reaching the enthusiastic audiences of stations in every section of the country under local sponsorship! In addition, Mr. Cuff broadcasts a "live" program twice weekly over WJZ; is both seen and heard over NBC Television stations in New York; and is the author of a new war book which will appear this Spring.

For full information on rates, availability and audition records of *current* programs—write today!

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

FRIDAY THE 13TH marked the 13th epidsode of the *Dark Fantasy* series of weird dramas produced by WKY, Oklahoma City, and fed to NBC. Both superstitious, Scott Bishop (at typewriter), author, and John I. Prosser (observing script), decided the double 13ths would neutralize each other and prepared to challenge every myth in the book. Here they are with Muir Hite (reaching for cat), and Eleanor Naylor Caughron and Charles Purnell (both on ladder), all perching under open umbrella and ladder, smashing mirrors and catching black cats for the 13th episode, titled "W Is for Werewolf".

FCC Simplifies Form For Renewal Applicants

APPROVAL of a revised draft of Form 303, covering applications for renewal of standard broadcast station licenses, was announced last Tuesday by the FCC. Action followed complaints from licensees that the renewal application required more detail than any previous forms and that it was in many respects ambiguous, inconsistent and burdensome [BROADCASTING, Feb. 9].

The Commission announced that the form had been shortened from ten pages to five and that it had been simplified in other ways "to meet the cooperative suggestions made by various licensees". It said that the simplification was designed to relieve the amount of paper work required for renewal of standard broadcast station licenses.

Murrow Discs Sought

COPIES of the transcribed version of Edward R. Murrow's recent lecture in the Northwest for the Red Cross have been requested of KIRO, Seattle, by four stations—KGMB, Honolulu; KFAR, Fairbanks, Alaska; CJOR, Vancouver, B. C.; KVOS, Bellingham, Wash. Austin C. Taylor, head of the British Columbia and Yukon division of the National War Finance Committee, Canada, has also asked for recordings of the CBS European chief's talk. KIRO broadcast the talk after thousands of contributors had been turned away from the Seattle lecture due to the large attendance.

Duff's Gingerbread Mix gets Results . . .

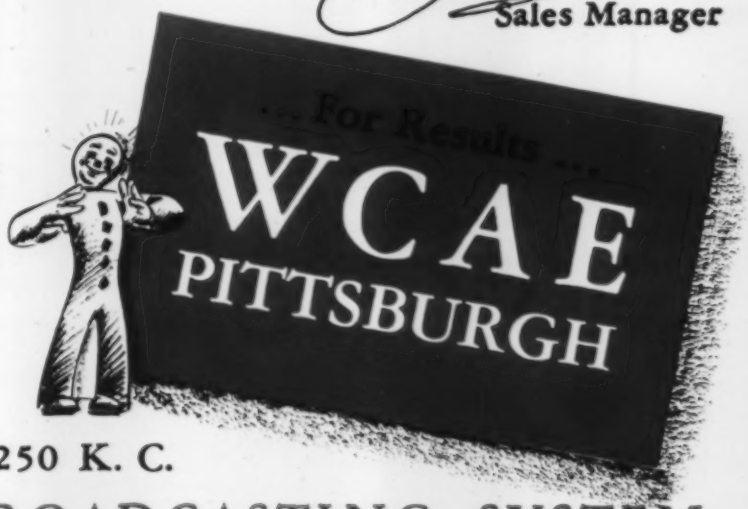
January 20, 1942

"Our sales of Duff's Gingerbread Mix in the Pittsburgh market were always good (we thought), but in 1941 we added a modest spot announcement campaign over WCAE.

"With the help of this spot campaign—plus—a bang-up WCAE merchandising job in grocery stores, our sales soared 74% for the year. December sales jumped 141% over December 1940. No wonder we've renewed for 1942."

P. DUFF & SONS, INC.
John Walker
Sales Manager

Write or Phone
THE KATZ AGENCY
NEW YORK · CHICAGO
DETROIT · ATLANTA
KANSAS CITY · DALLAS
SAN FRANCISCO



5000 WATTS · 1250 K. C.
MUTUAL BROADCASTING SYSTEM

Industry Offering Time For Marine Recruiting

IN CONJUNCTION with the release to stations of scripts by the Marine Corps to be used for recruiting, Arthur Stringer, secretary to the National Defense Committee of the NAB, has released a letter to station executives calling attention to the means the Marines use in carrying the fighting to the enemy and urging every cooperation in the recruiting drive.

In his letter, which was released by Maj. George T. Van Der Hoef, U. S. Marine Corps., Division of Public Relations, Mr. Stringer cites the part radio is playing in the recruiting for the armed forces and relays the appreciation expressed by the heads of the armed units for the work being done by stations all over the country.

CARROLL CARROLL, Hollywood script writer of J. Walter Thompson Co. on the NBC *Kraft Music Hall*, and John Scott Trotter, musical director of that program, have collaborated on a new song, "Only for Tomorrow".

Stations, Networks Submitting Entries In Annual Peabody Award Competition

STATIONS throughout the United States have entered competition for the George Foster Peabody Radio Awards for meritorious public service, cosponsored by the U. of Georgia and the NAB.

Entries are divided into five classes, news reporting, drama, music, education, and the best innovation of the year. From three to eight entries in each class will be sent from the U of Georgia to the members of the advisory board where the winners will be chosen in March. This year the committee will give special attention to non-network programs.

Judging is done on the basis of objectivity and consistency. Medals are given to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Georgia, and friend of educational progress everywhere.

Entries made to the committee are not necessarily the only ones considered by the judges. If some other program is deemed outstanding it may receive the award without having made formal entry.

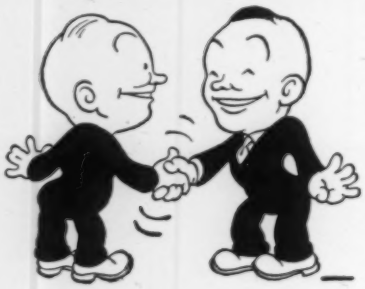
Members of the board who will choose the winners in the 1941 contest are: Jonathan Daniels, editor, *Raleigh* (N. C.) *News & Observer;* Bruce Barton, president BBDO; Norman H. Davis, chairman, American Red Cross; Edward Weeks, editor, *Atlantic Monthly;* Alfred A. Knopf, publisher; Virginius Dabney, editor, *Richmond* (Va.) *Times-Dispatch;* Mark F. Ethridge, vice president, *Louisville Courier-Journal* and *Times;* Grace Moore, Metropolitan Opera Assn.; Mrs. Marjorie Peabody Waite, president "Yaddo" and daughter of George Foster Peabody; Weldemar Kaemfert, science editor, *New York Times;* John E. Drewry, dean, Henry W. Grady School of Journalism, U of Georgia; John H. Benson, president, American Assn. of Advertising Agencies; John W. Studebaker, U. S. Commissioner of Education and chairman of Federal Radio Education Commission; Dr. S. V. Sanford, chancellor, University System of Georgia, ex-officio.

Winners in the 1941 contest were: WLW, Cincinnati, for large stations; WGAR, Cleveland, for medium stations, and KFRU, Columbia, Mo., for small stations. CBS won the award for network and Elmer Davis was rewarded for individual consistency in high-class news reporting.

Those sending entries this year include: NBC, CBS, U. S. Department of the Interior, and these stations:

WOR WJR KSD WWNY KFRU WHDH WHK KFBK WMRN WLOK KGEI KDKA WFNC WAIM KSO KMX WLW WBAP WATL WHCU WILL WLS WBBM KSFO WMCA WQXR WOW WIOD WBOK WGAR WMAL WAAB WMBD WCAU WFBR KOIN.

Congratulations With a Sock!



"I am writing you for the sole purpose of congratulating you and your good station on the Magnificent job you did on our . . . account* in December.

"We appreciate your co-operation more than we can say and don't want to let this occasion pass without our saying so."

*Account and agency on request.

So writes an agency executive! and we can do as much for you in—

EASTERN OHIO — WESTERN PENNSYLVANIA — NORTHERN WEST VA.

WWVA WHEELING, W. VA.

"BASIC BLUE NBC...5,000 WATTS"

Blair Represents Us Nationally

W55M, MILWAUKEE, JUMPS TO 50 KW.

HERALDING its increase from 3,000 to 50,000-watt operation, W55M, Milwaukee FM station, last Sunday formally dedicated the new operation with special programs. W55M is operated by the *Milwaukee Journal* and its standard AM station, WTMJ.

The first of the two inaugural shows was a parade of W55M's 45 regular live talent shows, with WTMJ also carrying the program. The second feature was an original radio production of the opera, "Aida". Opera was re-written by Warren Mead, program director of W55M, with all original music retained but with the dialogue in English.

Wisconsin Radio Distributors, dealer association, cooperated by urging those dealers in the WBBM service area to stay open for the inaugural Sunday and by setting up FM demonstrations in shops. W55M sent a letter to each dealer in the area, explaining fully the value of tying in with the 50,000-watt promotion.

P. & G. Swap Series

LISTENERS' want ads—buy, sell or exchange—are broadcast on the *Bargain Counter of the Air*, sponsored by Procter & Gamble Co., Cincinnati, on WGN, Chicago, for American Family soap. The new program is heard every weekday morning at 8:15-8:30. Want ad receivers are on duty during the program and for a half-hour before and after, but to conform to the censorship regulations no listener is told if or when his ad will be broadcast. Don Gordon is with H. W. Kastor & Sons, Chicago, handles the account.

REL Enlarges Plant

RADIO Engineering Laboratories Inc., manufacturer of FM equipment, is enlarging its plant at Long Island City, where it has purchased a one-story industrial building at 36-40 Thirty-Seventh St. on a plot 100 feet square. Consideration was reported to be cash above a $29,500 mortgage.

RESULTS!

WLAC

CBS ★ UP NEWS

NASHVILLE, TENN.

THE STATION OF THE GREAT TENNESSEE VALLEY

going soon to **50,000 WATTS**

J. T. WARD, OWNER ★ F. C. SOWELL, MANAGER ★ PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

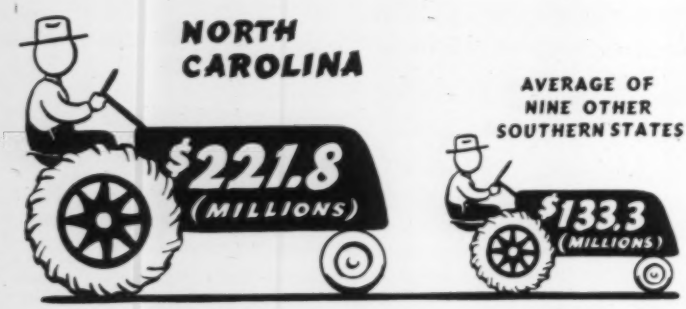
—NOT ONLY *Power* WHERE POWER COUNTS MOST

—BUT *Programs* THAT PLEASE MOST, TOO!

NORTH CAROLINA IS THE SOUTH'S NO.1 AGRICULTURAL STATE!

CASH INCOME and GOV'T PAYMENTS

Source: Department of Agriculture, 1940



WPTF in Raleigh is NORTH CAROLINA'S NO.1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

Purely PROGRAMS

REPLACING its former *Man-on-the-Street* program, ruled out by the censorship rules, WKRC, Cincinnati, has developed *Mike's Luncheon Party* heard Mondays through Saturdays at 12:15 p.m., under sponsorship of Dot Food Stores. Mike Hunnicutt conducts the program which brings five or six women participants into the studio chosen from a list of those writing in. All types of parlor games, such as sentence building, are played. Persons failing to answer correctly or to do what they are called on to do, must pay a laugh-provoking forfeit. Each participant is given a pound of Dot Coffee and the winner receives a valuable grocery order. Account through Joseph Adv. Agency, Cincinnati.

* * *

Tales of a Roamer

MYSTERY and intrigue aboard a giant luxury liner run rampant on the Sunday night series *Three Sheets to the Wind*, produced for NBC by Tay Garnett, Hollywood film producer who recently formed his own company in that city. Material for the story was gathered by Mr. Garnett on a seven-month world cruise made several years ago to countries of the Far East.

* * *

How to Help

HELPFUL hints to U. S. citizens on how they can aid in the war effort through conservation of materials and otherwise are featured on the new five-weekly *Remember Pearl Harbor* quarter-hour started recently by WMBD, Peoria, Ill. Jack Sherman, of the WMBD special events staff, handles the programs, with assistance of Announcer Fred Leo.

* * *

Shop Talk

RADIO PROGRAM and personality chatter provide the theme of *Mr. Kilocycle*, five-minute series heard over KQW, San Jose-San Francisco, Mondays through Fridays at 10 p.m. Sponsored by Philco through Sherman Clay & Co., San Francisco, the show is produced by Ira Blue, of the KQW staff.

* * *

Rosemary's Scrapbook

REPORTS on women's activities in current news for the first quarter-hour followed by a quarter-hour of household hints is the format of *Chats & Chuckles From Rosemary's Scrapbook* of KPOW, Powell, Wyo. Conductor is Rosemary Meyer, KPOW program director.

* * *

Ask The Professors

EDUCATIONAL program with the quiz format is the *Ask The Scientist* show of WSB, Atlanta, aired from Emory U. Broadcast is built around questions on science submitted by listeners to a panel of five professors in chemistry, geology, astronomy, physics and biology.

Health in Wartime

COOPERATING with the Nutrition Division of the Defense Health & Welfare Service, WFMJ, Youngstown, is carrying a weekly half-hour feature, *Prologue to Victory*, built around questions and answers relating to nutrition, health and welfare problems during wartime. Questions, asked by the studio audience, are answered by a board of experts. The show is produced by George Beebout and Jim Sirmons of WFMJ, and is supervised by Betty Barton Greco, of the Office for Emergency Management in Washington.

* * *

Bond Promotion

DEFENSE savings purchases are urged on *Buy Bonds Today* show of WTOL, Toledo, O., which combines music and informative facts about local merchants and sponsors a contest with contestants winning defense savings stamps for completing "I'm glad to be an American because . . ." Format is a mythical auto tour to local merchants who urge the purchase of defense bonds and stamps.

* * *

Wartime Ideas

PART OF each *Modern Kitchen* program conducted by Mildred Bailey on WTAG, Worcester, Mass., is devoted to a Bright Idea contest to obtain metal saving ideas and sugar-saving recipes which call for sweetening other than sugar. A $1 defense stamp goes to each winner with four honorable mentions receiving 25-cent stamps each broadcast.

* * *

Movie Impressions

BASED ON a wide knowledge of the theatre and personal impressions of its people, *Helen Twelvetrees Goes to the Movies*, a series of Monday afternoon quarter-hour programs will start Feb. 16 on WMCA, New York, with Miss Twelvetrees herself commenting on the human interest angle of movie-going.

* * *

Letters Back Home

REPLACING his *Man In The Street* program, banned under the censorship regulations, Ty Tyson, sports commentator of WWJ, Detroit, presents a broadcast reading letters obtained by listeners from men in the service. The show, titled *Man In The Service*, attracts an average of 40 letters daily.

* * *

Cadet Serenade

ENTIRE Tuesday night broadcast of the thrice-weekly 25-minute *Soldier's Serenade* on KOY, Phoenix, is given over to aviation cadet personnel. Besides writing dramatizations which stress enlistment in the Air Corps, cadets produce the entire program.

* * *

Ohio In the War

WOSU, Columbus, has started two new programs—*Ohio at War*, daily news - background, and *Ohio Builds a Nation*, weekly dramatic series. Margaret Carr Tyler prepares scripts for the dramatic series.

46,853 REQUESTS

For War Map in 5 Days!

One Out Of Every 17 Wrote in for This Offer

Our mail carrier isn't speaking to us these days . . . but our listeners certainly are! And in mass! Within 5 days, one out of every 17 radio owners in our regular Daytime Listening Area wrote to us.

Here's how it happened. For five days, on regular news periods, WNAX announcers offered a Pacific War Map to listeners. These brief announcements brought 46,853 requests for the map.

The home folks did the bulk of the asking. Yes, we got out some distance . . . letters came from 21 states and 4 Canadian provinces . . . but of the total mail 45,590 letters came from WNAX's Five-State primary area in Minnesota, Iowa, Nebraska and the two Dakotas. And that's over 5.9% of all Radio Homes in our daytime listening area . . . one out of every 17!

Figure it any way you like. If you're conservative and estimate that one out of ten who hear an offer respond to it, then you'll decide that WNAX must do a thorough job of reaching just about every home in the area.

You should see our mail. The list of letterheads received among our requests reads like a combination Who's Who and Farm Bureau directory. Doctors, bankers, lawyers, governmental officers, schools, *and farmers,* . . . all had their dials set to WNAX. That's the result of programming that pleases.

To you this can mean but one thing. An assured audience in the Billion Dollar Market, peopled by nearly 4,000,000—a listening audience that is quick to respond and quick to buy . . . with money to spend!

Let us send you the complete story of this mail map offer with the actual county by county results. Call or write WNAX or your nearest KATZ AGENCY.

IT'S *Economical* TO BUY
THE *Big Station*
AFFILIATED WITH CBS

A BILLION DOLLAR MARKET

5000 WATTS
C. P. 5000 WATTS NIGHT

WNAX
SIOUX CITY, IA. ★ YANKTON, S. DAK.

570 KC.
A COWLES STATION
Represented by the KATZ AGENCY

SORRY, GENTS— BUSY (Ky.) AIN'T A-BUSTLIN'!

Don't let it get you down, cousin, if your Busy (Ky.) business is sort of inactive. It's only because *most* of Kentucky's sales activity is concentrated in the Louisville Trading Area. To be precise, this area accounts for 17.6% *more* retail sales than the rest of the State *combined!* And it listens to WAVE because we're the only NBC Basic Red Network station for 100 miles around! Catch on?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC. National Representatives

COMMEMORATING the 15th anniversary of *City Service Concerts* as the oldest, continuously - sponsored series in radio, NBC has released a four-page news sheet, *NBC Extra*. Contained are pictures and biographies of the show's stars, news of the Feb. 20 anniversary and a history of the program since its inception Feb. 18, 1927 as well as Cities Service's first radio venture Dec. 29, 1925.

* * *

Dr. Christian's Contest

TOTAL of 17,750 requests for the rules of the *Dr. Christian* script contest had been received last week, according to officials of McCann-Erickson, New York, agency handling the Chesebrough Mfg. Co. account, which sponsors the series of the same name on CBS. Most of the replies to the announcement, made only two weeks ago, were requests for the contest rules, but some contestants have already submitted scripts. Winner will receive $2,000 for best script submitted before May 1.

* * *

Mardi Gras Time

NEW ORLEANS famed Mardi Gras has been cancelled this winter due to the war, but WWL in collaboration with the local Association of Commerce will send stations all over the country a special carnival broadcast on Feb. 17, the original date scheduled. Show with music and drama will tell the story of Mardi Gras and will be written by Lyle Saxton, author of "Fabulous Old New Orleans" and "Lafitte the Pirate".

Merchandising & Promotion

Oldest Sponsored Program—Fete by Air—Co-Op Plan—Chance for Clients—Bottle of Nothing

Food Market Co-Op

A COOPERATIVE commercial program, linking all participating sponsors with a super food market was launched Feb. 9 by WPEN, Philadelphia. A cash giveaway program, called *Cash for Your Kitchen*, the series is under the auspices of the Baltimore Food Markets, Philadelphia, placing direct. Through Adrian Bauer, Philadelphia, co-operating sponsors include the Philadelphia Electric Co., Philadelphia, for electric stoves; Charles W. Young & Co., Philadelphia, soap; and McGowen Educator Food Co., Lowell, Mass., for crackers.

Through the Mays Agency, Philadelphia, Mrs. Schlorer's Mayonnaise Products, Philadelphia, participates for mayonnaise products. Special displays are set up at the food markets for the cooperating sponsors, all sharing alike in program costs and in the giveaway. The commercial copy links each sponsor with the Baltimore Food Markets.

The program is conducted daily by Sylvia James, giving household hints and recipes, interspersed with news flashes and time signals by Announcer Neil Harvey. Each day, $10 in cash is given away, the money pyramiding each day. However, instead of telephoning the listener, the telephone number is announced.

Sponsor Stars

SPONSOR-ANNOUNCED and written commercials are used by WCBS, Springfield, Ill. to give local clients a chance for personal participation in their radio advertising. Advertisers are invited to prepare and announce their own copy for transcription. The copy is edited first by the continuity and production departments of WCBS. Upon completion of a spot campaign, the advertiser receives his recording as a souvenir.

* * *

Prof. Briggs' Potion

AN EMPTY bottle purportedly containing Invisible Slo-Gro, has been distributed by WJSV, Washington, to promote its *Professor Rhinelander Briggs* program. An inner wrapper contains complete directions for application of the substance, which is described as efficacious in slowing down the growing speed of hair and thus saving money on haircuts.

* * *

Farmer Testimonials

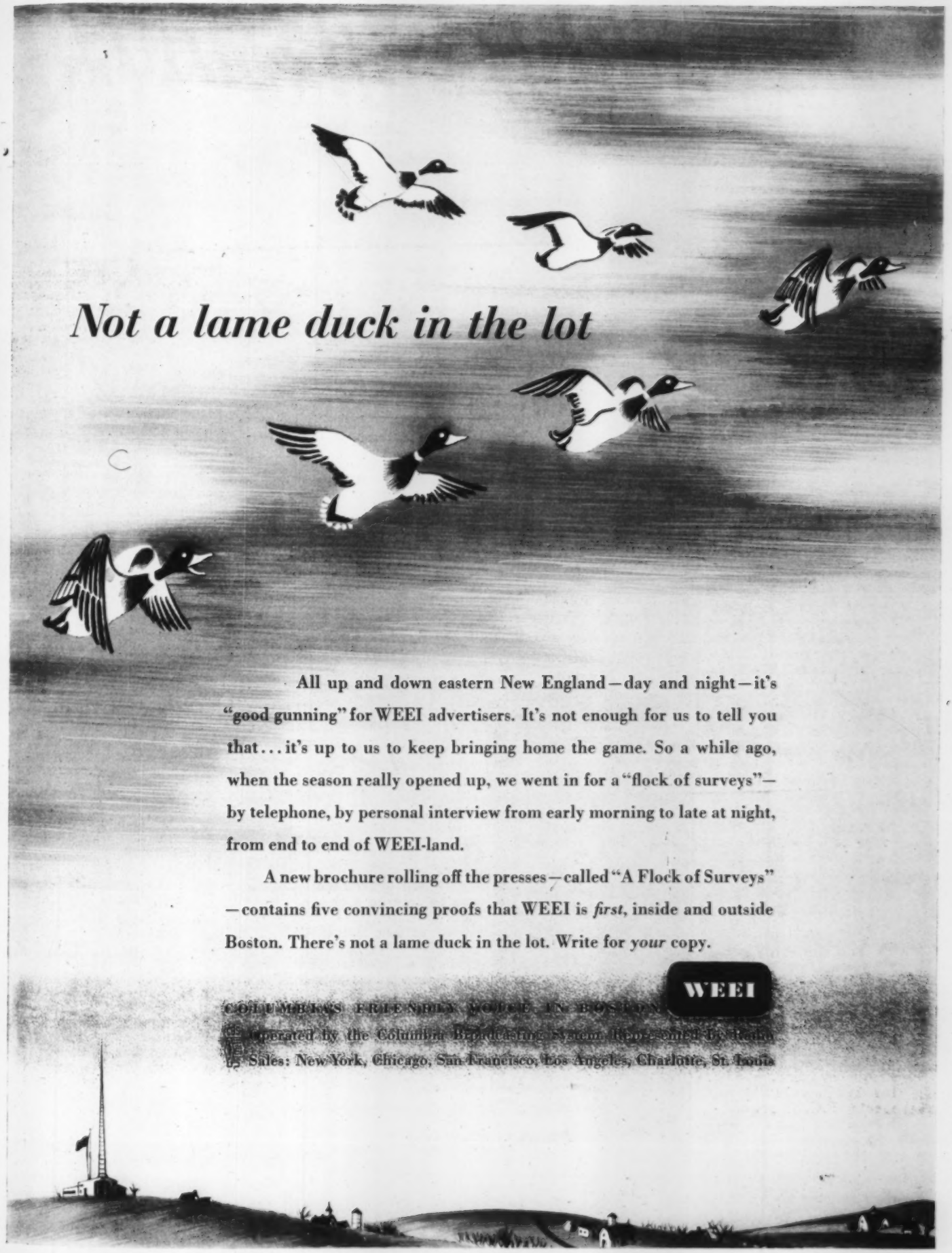
BROCHURE, depicting farmers from northwest communities telling why they like the daily *Sunrise Roundup* and the Saturday night *Sunset Valley Barn Dance*, are being released by KSTP, St. Paul, as the first of a series promoting the station's farm programs.

SUCCESS

Van Camp's Improved Pork and Beans became an exclusive KWK advertiser six months ago. Today, this product occupies a selling position more closely consistent with its fine quality. Still better months are ahead!

ST. LOUIS

KWK - MUTUAL



All up and down eastern New England—day and night—it's "good gunning" for WEEI advertisers. It's not enough for us to tell you that... it's up to us to keep bringing home the game. So a while ago, when the season really opened up, we went in for a "flock of surveys"—by telephone, by personal interview from early morning to late at night, from end to end of WEEI-land.

A new brochure rolling off the presses—called "A Flock of Surveys"—contains five convincing proofs that WEEI is *first*, inside and outside Boston. There's not a lame duck in the lot. Write for *your* copy.

WEEI

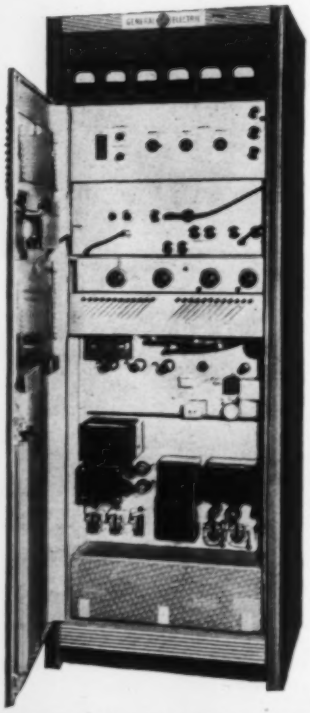
COLUMBIA'S FRIEND IN BOSTON

Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, San Francisco, Los Angeles, Charlotte, St. Louis

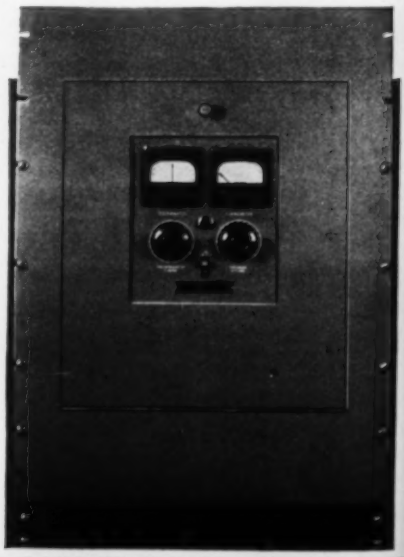
7 HURDLES REMOVED

The operating console for the 50-kw transmitter provides single push-button starting for the entire transmitter with automatic sequence. Controls and indicator devices are provided for all major operating functions.

1 ***Installation is easy*** when you choose a G-E *FM* broadcast transmitter. All parts of each unit are fully assembled at the factory. Only a few of the heavier components are disassembled for shipment. All you need to do is set the transmitter in place and attach power lines, controls, audio input, and antenna transmission line. The 50-kw transmitter proper (shown above) takes only 63.6 sq ft of floor space; the 1-kw, only 9.3 sq ft. Our complete line of matched transmitters includes ratings of 250 watts, and 1, 3, 10, and 50 kw.



2 ***You can relay programs*** from studio to main transmitter with practically no loss of original brilliance with this General Electric 25-watt S-T transmitter (for use in the 330–344 mc band). Frequency swing, ±75 kc for 100% modulation, meets F.C.C. requirements.

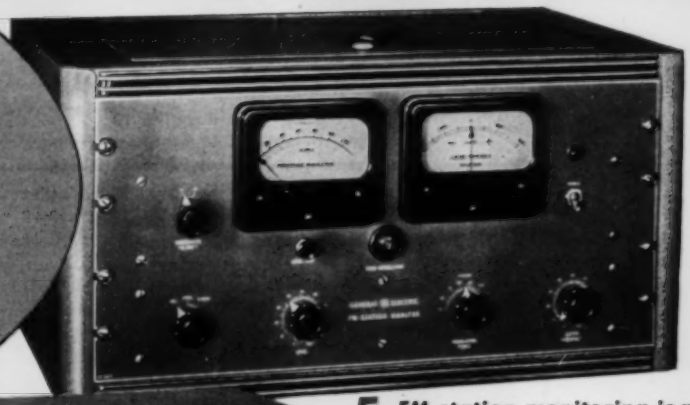


3 ***High-fidelity S-T reception is assured*** with this rack-mounted S-T receiver. It uses a double-conversion, crystal-controlled superheterodyne circuit specially designed for this type of FM service. It's the companion to our 25-watt FM S-T transmitter shown at the left.

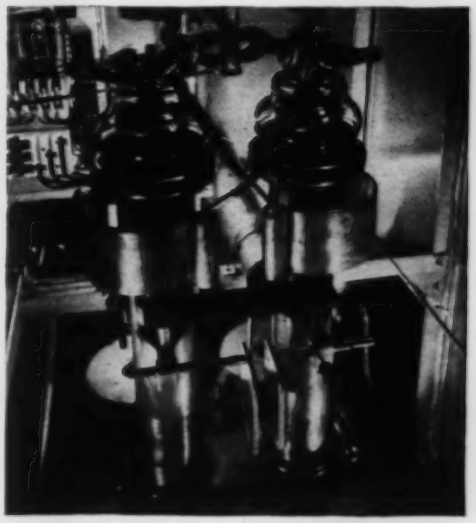
PROVED AT OUR STATION FOR USE AT YOURS

from YOUR PATH to FM

with G-E FM EQUIPMENT



5 ***FM station monitoring is made easy*** with this multi-purpose unit. It provides: direct reading of center-frequency deviation (with or without modulation); direct reading of modulation percentage; intant calibration against a precision crystal standard; adjustable modulation-limit flasher; high-fidelity output for audio monitor.



6 ***For life-like aural monitoring*** of your FM programs use the General Electric JCP-10 monitoring speaker.

7 ***Tubes developed especially for FM*** are another G-E contribution to FM's progress. A pair of GL-880's provide the ideal method of attaining 50 kw of FM at 50 mc. General Electric offers a complete line of top performers for standard broadcasting, FM, television, or international broadcast service.

AS IN selecting apparatus for other types of commercial broadcasting, the *foremost* considerations in choosing FM equipment are dependability (continuity of service), economical operation, ease of operation, low maintenance expense, and a high standard of performance.

All of these are provided by General Electric FM transmitters and associated equipment. *General Electric, Schenectady, N.Y.*

4 New high-gain antennas specially designed for FM broadcasting are being developed by General Electric. Let us discuss your individual requirements for either FM broadcast or S-T service.

General Electric and its employees are proud of the Navy award of Excellence made to its Erie Works for the manufacture of naval ordnance.

GENERAL ELECTRIC

XUM

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and
Broadcast Advertising

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Censorship Loopholes

A MONTH has elapsed since the broadcasting industry began operating under the Wartime Censorship Code. The result has brought no wild acclaim from Washington officialdom, the public or the industry. It really hasn't meant material change, save for the loss of some business by some stations which can ill afford it, and perhaps the sloughing off of listener interest in some early-morning or late-night requests. The shock has not been too severe.

But there are other aspects of the censorship picture that do cause concern, raising the question whether the Office of Censorship is running the show or whether the military goes its own way and the Office of Facts & Figures yet another way.

The Office of Censorship, under the able direction of Byron Price and J. Harold Ryan, his radio lieutenant, has not been unreasonable, though complaints may be heard in isolated instances. The rub has come in orders from the military, usually from a subordinate in the field whose edicts must be honored but who nevertheless may not have the authority to establish policy. That, in any event, has been the experience thus far.

There was the case, immediately following Pearl Harbor, of the Army Major on the Pacific Coast who banned all testimonials and all request programs as possible purveyors of aid and comfort to the enemy. His orders were countermanded by Washington afterward, and he was "relieved" of his assignment.

There is the instance of a Midwestern station advised by a local public relations officer to cease a popular commercial dealing with war industry, under threatened pain of violation of the espionage laws punishable in the extreme by death! Then last week there was the case of WMCA, New York, relating to a commentator's observation that the *Normandie* fire might be the work of a Vichy-minded saboteur, which brought a rebuke from the Naval Commandant and a court-martial demand by a New York newspaper.

All these may be ascribed to inexperience, lack of coordination and possibly hysteria. They certainly don't help morale.

Yet another incident, which causes some wonder as to whether newspapers are being favored over radio, is reported from St. Louis. There a live-wire station executive and commentator learned that a St. Louis boy who was at Pearl Harbor during the attack was back home on leave. The local Naval public relations officer authorized an interview, with the script to be checked. But before clearance came for the air, the same story broke in a St. Louis newspaper—the result of an interview evidently arranged by Naval Intelligence. The whole episode, we are told, was "shot through with preferential treatment for the press".

This is only one of a number of instances of suppression by radio of material cleared for newspapers. Several radio people have commented that radio is being played for a sucker, while the harder-boiled press is being treated with deference.

Then there is what appears to be the futility of the censorship code because of the border station situation. Neither Mexico nor Canada has a code of the scope and magnitude of ours, though several of the Canadian border stations voluntarily are observing our restrictions. The big loophole is Mexico, which has a half-dozen superpower border stations booming into the Southwest and Midwest, all still operating without restraint as to requests, program content, etc. They are catering to the American rather than the Mexican audience.

All these instances are cited, not because we have despaired of equitable treatment under wartime censorship but in the hope that remedies can be found. Radio is anxious and willing to help to the utmost in the war effort. It realizes, however, that the effort may be futile unless there is effective centralization of control, and unless the border situation is adjusted.

Technical Tension

IN WARTIME many thankless but essential tasks must be performed by men of unquestioned character and strong will. One of the assignments close to the top is that of Director of Selective Service, held down effectively and commendably by Brig. Gen. Lewis B. Hershey.

All sorts of pressures, from this industry or that, are brought upon selective service officials for draft exemptions and deferments. Gen. Hershey shrewdly has adopted the policy of leaving the decisions to local boards and appeals agencies. But in given instances he has found it expedient to observe informally that certain pursuits are essential in the war effort and that draft boards can take such observations into account in considering deferments.

The last such observation came in the case of the motion picture industry. Gen. Hershey ruled that the film industry is an activity in certain instances essential to national interest. This promptly brought down the wrath of certain members of Congress, notably those identified with the pre-Pearl Harbor inquiry into movie propaganda, which also was to have embraced radio. With the war's outbreak, the isolationist philosophy evaporated overnight and that inquiry died.

Till now Gen. Hershey has not seen fit to rule on the status of broadcasting in the war effort beyond his general observation that sympathetic attention is being given to the problem of induction of station personnel, notably technicians [BROADCASTING, Jan. 19]. To us, it seems self-evident that if the motion picture industry, or any phase of it, warrants classification as an "essential industry", then radio automatically is in the preferred status. The movies, to be sure, have an entertainment and morale-building function. But by no stretch can they compare with the nation's broadcasting structure which has been mustered into service as the Fourth Arm of Defense.

Radio does not seek an overall exemption. It is not attempting to get deferments for its artists or high-salaried personnel (comparable to the movies' glamour boys and the directors and producers). It seeks recognition of its engineers, operators and technicians, however. They are much in demand in war operations. The military services want 200,000 of them, and radio's technical man-power is heartily pitching into the task of training such men and women.

Signs are plentiful that many stations, particularly the smaller ones in outlying areas, are feeling the pinch. In some instances operations definitely have been impaired. The outlook is worse because radio generally, and the technical end particularly, is a young man's field and the young men are enlisting or being called up.

There has been no concerted effort by radio to pressure the Selective Service Office for special treatment. Gen. Hershey has not gone as far for radio as he has for the motion picture industry in advising local draft boards. We think he should recommend that they go slowly in drafting technical personnel lest a vital war operation be seriously undermined. And it's up to every station manager to take an appeal to his local board in such cases until adequate replacements are available.

The RADIO BOOK SHELF

"SHORTWAVE radio has become the fourth arm of every nation's fighting forces, and may prove to be a decisive factor in World War II," writes Earl Sparling in a booklet, *America Calling All Peoples*, issued recently by NBC's international division. The book depicts the role of American shortwave radio, and particularly that of NBC's shortwave stations, WRCA and WNBI, in broadcasting news, information and entertainment to listeners throughout the world. Sketching the use of radio as a medium for international propaganda, inaugurated by Russia as far back as 1930, Mr. Sparling states that: "To most American ears propaganda is an ugly word. NBC has discovered this paradox: in shortwave broadcasting, the best propaganda is the simple and unadorned truth. That is all the two NBC shortwave stations attempt to purvey to the world."

We Pay Our Respects To —

WILLIAM BENNETT LEWIS

UNCLE SAM'S gain was also a break for the radio listener and the radio industry when, a few weeks ago, a directive by President Roosevelt designated the war-born Office of Facts & Figures as clearing house for Governmental broadcasts, with William Bennett Lewis, ex-CBS program vice-president, as coordinator.

Such a traffic control for the plethora of prefabricated programs, amateur and professional, with which just about every department and bureau in Washington has been flooding stations and networks, was badly needed even before the war began.

Since Pearl Harbor, the flood has become a deluge; expanded and zealous public relations staffs in the Federal agencies have enlarged their radio activities; the wavelengths have more than often been cluttered with uncoordinated war appeals that frequently defeat their own ends by poor preparation, bad timing, repetition and sheer boredom; station and network managers have been driven to distraction by endless requests and downright demands for time in the name of patriotism and the war effort.

Someone had to step in and take a directing hand. President Roosevelt himself designated Bill Lewis, a practical broadcaster and advertising man of recognized capability who was persona grata not only to the broadcasting industry but to the Government men with whom he would have to deal, and particularly with Archibald MacLeish, the Librarian of Congress and poet who had been named chief of the OFF. MacLeish knew Bill Lewis well, for the CBS v. p. had been first to produce his several verse epics for broadcasting. Who does not remember the great stirs created in radio and listener circles a few years ago by MacLeish's splendid *Fall of the City, Air Raid* and *The States Talking*, all written specially for the microphone?

Bill Lewis is no long-haired Rialto or Hollywood impressario. He is one of those personable young men of radio who came up by his own efforts, and who likes to regard himself an idea man who knows how to execute his own as well as other people's ideas. Actually, he is an executive of the new school of "public relations" created by this still new thing called radio. He never had been an amateur actor, director or producer, and he never had worked in a radio station; yet in the short span between 1935 and 1937 he had risen by sheer ability to be CBS vice-president in charge of all broadcasts, the post he held until he resigned last Jan. 3 to become assistant director of OFF. The OFF radio division is assigned to him, among other functions, in association with Douglas Meservey, former assistant to the program vice-president of NBC.

Born in Lakewood, O., Aug. 12, 1904, Bill Lewis attended primary school in Cleveland and was attending Cleveland's Lincoln High when his father, an advertising man, was transferred to St. Louis. Dad Norman Lewis is still president of The Ridgeway Co., St. Louis agency.

After graduation from Soldan High in St. Louis, Bill attended the U of Missouri, intending to matriculate in its famed School of Journalism. After two years, however, though he packed in plenty of activity with the campus daily, comic paper and yearbook, he saw greener pastures in New York whither he went in 1924 with the idea of getting a job as a writer. His father had worked with Stanley Resor, then as now president of J. Walter Thompson Co., and the 20-year-old presented himself first to that executive. He got a job as an apprentice copywriter.

In 1926 he moved to the Joseph Richards Agency (now Richards & Alley) as a full-fledged copywriter; in 1928 William B. Remington Inc., Springfield agency, offered more attraction; and in 1931 he shifted to Badger & Browning, Boston agency.

That firm transferred him in 1933 to its New York office, now Badger, Browning & Hersey, to work on creative production, chiefly copy and art. During all this time he had little or nothing to do with radio, taking a turn for the latter agency's *Literary Digest* account only for a short span in 1934 when he wrote a sports column for delivery over the air by Graham McNamee.

Shortly after he married Sarah Johnson, stylist for Anton Bruehl, the noted commercial photographer, on Jan. 1, 1935, both he and his bride resigned their jobs to freelance. Bill says his first real interest in radio was stimulated by an article in *Fortune* that year covering the growth of CBS. "Sounds like a good place to be and these fellows good chaps to work with," he recalls saying to himself. He wrote a letter to William S. Paley, sent it to Paley's home to be sure he read it, and awaited results. Ten days later Executive Vice-President Edward Klauber's office called him for an interview.

Ed Klauber was looking over a file when Lewis entered; he asked a few perfunctory questions and then popped, "What makes you think you can handle this job?" "What job?" asked Lewis. "Didn't you know we were looking for a man?" was Klauber's rejoinder. "Yes, but I didn't apply for that job," said Lewis. Klauber thereupon engaged him as commercial program director despite his utter lack of radio experience—on a hunch, the CBS general manager later confessed, that this was good timber and that perhaps what the job needed was a fresh viewpoint unsullied by past radio experience.

It seems that CBS had placed full-page blind ads in the advertising trade papers offering an executive post to a man with highly particularized qualifications. Bill Lewis had seen the ad, had heard through the grapevine that it had been placed by CBS, had given no thought to applying for such an exalted post, and indeed had urged another qualified chap of his acquaintance to apply. His letter to Bill Paley, it developed, by sheer accident—possibly Paley had simply dropped it on Ed Klauber's desk—had become mingled in the file with the six culled from 600 replies to the ad, and he thus hap-

(*Continued on page 32*)

Personal NOTES

RAY V. HAMILTON and E. R. Peterson have joined the sales staff of the Blue Network in Chicago, according to E. R. Borroff, vice-president in charge of the Central Division. Mr. Hamilton was manager of WKZO, Kalamazoo, and Mr. Peterson is a former official of the Chicago Better Business Bureau.

KINGSLEY F. HORTON, sales manager at WEEI, Boston, is the father of a baby girl, his second daughter.

WILLIAM STEDMAN, formerly coordinator of vendor advertising with R. H. Macy & Co., New York department store, has become sales representative of W71NY, FM station owned by WOR, New York.

DON S. ELIAS, executive director of WWNC, Asheville, N. C., and president of the Asheville Chamber of Commerce, has been named chairman of the Washington Day dinner to be held in the city for 17 counties of Western North Carolina.

WILLIAM DENSLOW, assistant to Frank P. Schreiber, manager of WGN, Chicago, has been called to active duty as a first lieutenant in the Army.

FIN HOLLINGER, formerly account executive of WHLD, Niagara Falls, N. Y., has joined KDB, Santa Barbara, Cal., in a similar capacity.

WILLIAM J. SLOCUM Jr., CBS director of special events and sports, has returned to New York after five weeks in San Francisco where he supervised the setting up of a news bureau and shortwave listening post to cover important news emanating from the Far East.

PHILIP COHEN, of the Library of Congress Radio Research Project, has joined the radio division of the Office of Facts & Figures.

ALFRED CRAPSEY, formerly sales manager of KOA, Denver, Colo., has been named sales manager of KPO, San Francisco, succeeding William Ryan who became manager of KGO, Blue Network station in San Francisco.

BOB FLANIGAN, salesman of the Chicago staff of International Radio Sales, on Feb. 28 is to marry Renelda Ruch, secretary to Ralph Weil, Chicago manager of IRS.

LAWRENCE J. HELLER, chief owner and manager of WINX, Washington, and Mrs. Heller are the parents of a daughter, born last week. They have three sons, and Mr. Heller is the father of a fourth son by a previous marriage.

VICTOR A. BENNETT, former publisher of *Flite Plan*, aviation monthly, and prior to that in the advertising department of the *New York Sun*, has joined the sales department of WOR, New York, replacing Robert Garver, who recently joined the sales staff of WJZ, New York.

WILLIAM BANKS has returned to the sales staff of WIP, Philadelphia, after a short absence.

NOEL JORDAN, of the NBC personnel office, has been named NBC manager of office services, replacing D. B. Van Houten, who has been appointed office manager of the Blue Network.

MYRON ELGES, Hollywood account executive of Blue Network, and Elsa Dedekan, radio actress, known professionally as Elsa Ellard, were married Feb. 14 in that city.

MARSHALL ORR, FCC principal attorney heading the marine, aeronautical and emergency section of the FCC legal department, on Feb. 9 entered active military service as a major in the Army Air Corps. Major Orr has been with the FCC since Sept. 4, 1934.

HAROLD C. JOHNSON, manager of KFRO, Longview, Tex., has resigned to become commercial manager of KTEM, Temple, Tex. Thomas R. Putnam, commercial manager, takes his place for the time being.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

JACKSON CONTINUES TO GROW

Jackson's population has increased 23% since the 1940 census, according to the 1942 City Directory.

Jackson's metropolitan area population now exceeds 100,000.

Invest your advertising dollars with WJDX — Dominant Radio Station in the growing Mississippi market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON MISSISSIPPI

WHEB Elevates Georges

VOICING praise for the excellent work of Bert Georges and his staff since the new corporation eight months ago took over the control of WHEB, Portsmouth, N. H., the first annual stockholders meeting of the board of directors of WHEB Inc. named the general manager as an executive vice-president. Other officers elected were: R. G. LeTourneau, renamed president and chairman of the board of directors; Dr. Harold Streathearn, vice-president and secretary; Martin Gunther, assistant treasurer, secretary and clerk. Mr. Georges recently was named state industry coordinator for the ESMDT technician drive.

Faulkner in Washington

GEORGE FAULKNER, New York radio playwright currently writing the CBS *Andre Kostelanetz* show for Coca-Cola, formerly handling the *Rudy Vallee* show for J. Walter Thompson, is spending three days a week in Washington as consultant for the Office of Facts and Figures. He is attached to the radio division under William B. Lewis, for whom he wrote part of the *Forecast* series when Lewis was program vice-president of CBS.

WLW Speakers Bureau

NEW ADDITION, a speakers bureau, has been made to WLW Promotions Inc., booking agency for outside appearances of the Cincinnati station's talent. New bureau will fill demands for lecturers. Speakers include Gregor Zeimer, Carroll D. Alcott, Rose Hildebrand, Marsha Wheeler, Elizabeth Bemis, Dick Bray and Roger Baker.

RADIO BLACKOUT BABY
Henry Putnam Fails to Beat Stork in Night Dash

FIRST radio blackout baby was born at 1:15 on the morning of Jan. 24 to Henry C. Putnam, national sales manager of KGMB, Honolulu.

When signs of the stork's approach were indicated, Putnam packed Mrs. Putnam in the family car at 12:50 a.m. and drove to Kapiolani hospital. His KGMB pass got him past the guards on blacked-out streets, and into the hospital grounds.

Going into the hospital for assistance, he returned to the car with a doctor and nurse only to find that a baby daughter had already arrived, weighing 6 pounds, 6 ounces. Mrs. Putnam and daughter are getting along nicely—"much better than Mr. Putnam", says KGMB.

William B. Lewis

(*Continued from page 31*)

pened to be one of seven men to be interviewed for the big job.

Ed Klauber's hunch apparently was a good one, for within a year Bill Lewis was promoted to program director; by November, 1937, he was vice-president in charge of all CBS broadcasts.

Probably it was his success early in 1935 in selling Kate Smith, then a sustainer, to A&P which first fixed his talents in the minds of his superiors. But through the seven years with CBS his executive capacity and his peculiar feel for audience reactions were probably better exemplified by his launching of the *Forecast* series, *Professor Quiz, People's Platform, Invitation to Learning, Pursuit of Happiness, The Free Company,* Raymond Paige's *99 Men & a Girl,* Orson Welles' *Mercury Theatre,* the *Columbia Workshop, Ellery Queen,* the *Gay Nineties Revue* and Brewster Morgan's *Shakespearian* cycle, among many others.

Not all of these were his own ideas, he frankly admits; Irving Reis first suggested the *Columbia Workship* to him, George Zachary the *Ellery Queen* shows, Bill Paley the *Gay Nineties Revue.* But he knew a good idea when it came forth, and he knew what to do with it. His own personal discoveries were Norman Corwin, the radio playwright whom he took out of 20th Century Fox's publicity department, and the crack producers, Bill Robson and Charles Vanda.

His first call to the Federal service came last September when Mayor LaGuardia asked him to come down to Washington with the newly forming OFF, and he took leave of absence from CBS to become a dollar-a-year man. When Archibald MacLeish took over OFF, the radio plans became more clearly delineated. The OFF setup has no dollar-a-year men, and in keeping with policy he resigned his CBS post for the comparatively modest Government salary that the assistant directorship pays.

Enlisting for the duration, he and Mrs. Lewis, and their two children, Lawrence Johnson, 5, and Sarah Ragan, 3, have substituted a leased country house on the outskirts of Washington for the farm home they own in Connecticut.

Though his Government duties are arduous, Bill Lewis still hopes he can find time for reading and music, his home relaxation; for photography, a favorite hobby, and for deep-sea fishing, the sport he loves most. But he doubts very much whether Nova Scotia's tuna, Cuba's tarpon, Bimini's bonefish or the Florida Key's magnificent variety of fishing will see him in action again for a long time. Like many another sportsman, that's one of the lesser but nevertheless bitter gripes he has against Hitler and the Japs.

WAR SERIES GIVEN TO INDEPENDENTS

FIRST four-network series in history, *This Is War!,* broadcast Saturdays at 7 p.m. on behalf of the U. S. Government, is available to all independent American radio stations, it was announced last week by H. L. McClinton, head of the production unit for the series.

Officials of the Blue Network, CBS, MBS and NBC, companies bearing the operating costs of the series, "feel that the importance of these broadcasts warrants the mobilization of the industry's resources so that the programs will be available to every U. S. listener," Mr. McClinton stated, adding that any station desiring to broadcast the series has only to request one of the networks to feed the programs to it.

The opening broadcast Feb. 14 featured Robert Montgomery, lieutenant in the Navy and screen star, an all-star cast, and Archibald MacLeish, head of the OFF, delivering a message from President Roosevelt.

Harold See Appointed

HAROLD P. SEE, NBC engineer who has worked in the television division since 1936, has been appointed senior television supervisor of all field and studio engineering activities of NBC television, assisted by A. E. Jackson, also an NBC engineer. Mr. See succeeds F. A. Wankel, recently named New York division engineer of NBC.

announces Suzy our Steno, "is that your product sells faster if it's WSAIdentified.

"That's because of WSAI's greater popularity PLUS an aggressive merchandising program that keeps selling your program and product from broadcast to point-of-sale."

WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S WSAI DENTIFIED

NBC—RED AND BLUE
5000 WATTS NIGHT & DAY
CINCINNATI'S OWN STATION

POSTER STAMPS A TIMELY ANSWER

FOR AN EFFECTIVE PREMIUM PROGRAM

Replaces plastics or metal. Investigate this proven quick action premium program. Exclusive applications can tie-in with products, travel and resorts. Interesting and appealing. Send for case histories and detailed information of How You Can Use Poster Stamps Effectively — at Low Unit Cost. No obligation.

Mid-States Gummed Paper Co.
2515 S. Damen Avenue, Chicago, Ill.

RAYMOND G. SIMMONS, space buyer of Meldrum & Fewsmith, Cleveland, has been elected a vice-president.

THERE'S NOT ANOTHER LIKE IT!

Boulder Dam, the highest structure of its kind in the world, stands in a class by itself as an example of engineering effort and creative genius.

WTIC, too, is in a class by itself as the No. 1 medium for reaching the great Southern New England market . . . a market where buying income is far above the national average.*

Sell your product to the people in this prosperous area through friendly and dependable WTIC. The results will convince you that

THERE'S NOT ANOTHER LIKE IT!

*Sales Management, December 1, 1941.

WTIC
US 1
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

Buffalo's Only

50,000

WATT

RADIO MAP

Blanketing

11 Eastern

Seaboard States

227,000 Sq. Miles

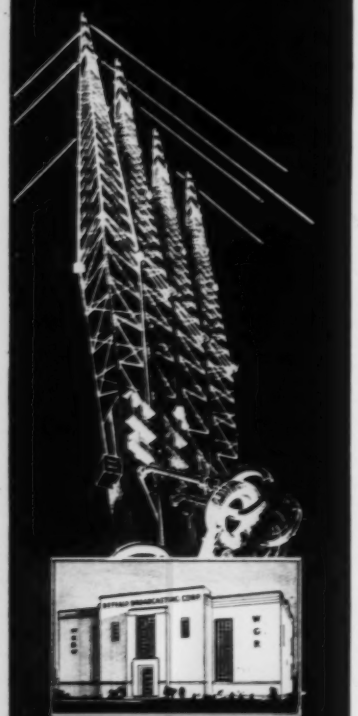
Over 12,000,000

people

WKBW 1520 K. C.

BASIC COLUMBIA

NETWORK STATION



New $350,000 Transmitter Plant

BUFFALO

BROADCASTING CORPORATION

BEHIND the MIKE

TOMMY VELOTTA, former assistant to Phillips Carlin when he was director of programs for NBC-Red, which capacity he now holds with the Blue Network, has joined the Blue as assistant to G. W. (Johnny) Johnstone, head of the news and special features division of the Blue.

RAY FORREST, first regular announcer on NBC's television station, WNBT, who in the past two years has served as commentator for all types of programs presented in the studios and by the mobile unit, on Feb. 19 reports for active duty as a lieutenant in the Army Signal Corps at Ft. Monmouth, N. J., where he has been assigned to a film production unit.

JACK LESCOULIE, one of the originators of the early morning "grouch club" idea, has joined WNEW, New York, as associate m.c. with Stan Shaw of the *Milkman's Matinee* program. Replacing John Flora, who has resigned to join the Army, Mr. Lescoulie handles the program Sundays and Mondays, assisting Shaw the other five weekdays.

WINTHROP PARKHURST, former radio and music editor of *Newsweek*, has joined the sales promotion department of the Gottlober Publishing House, New York, which publishes *Concert Program Magazines*.

HOWARD NUSSBAUM, formerly an NBC production director, has been named assistant to Harry Frazee, production manager of the Blue Network.

WILLIAM FIFIELD, one-time CBS Chicago announcer and freelance magazine writer, has joined NBC Hollywood continuity staff.

PAUL MASTERSON and John M. Kennedy, formerly announcers of KMPC, Beverly Hills, Cal., and KFAC, Los Angeles, respectively and Hank Weaver who handled remote dance broadcasts from The Palladium, Hollywood, have joined the Blue Network announcing staff in the latter city.

DON QUINN, Hollywood writer on the weekly NBC *Fibber McGee & Molly* show, sponsored by S. C. Johnson & Son (wax), accompanied by Mrs. Quinn, is currently in Chicago, where they have adopted a boy from the Evanston Cradle. Child has been named John Louis Quinn, in honor of John Louis, vice-president of Needham, Louis & Brorby, Chicago agency servicing that account.

ROBERT MOSHER, New York writer of J. Walter Thompson Co., has been transferred to Hollywood to work with Joe Bigelow on scripts of the weekly NBC *Chase & Sanborn Show*.

REITA BROWN, recent graduate of Boston U. has been placed in charge of the music clearance department of WEEI, Boston, succeeding Dorothy Mitchell who resigned due to poor health. Mrs. Jane Parnell joins the department as Miss Brown's assistant.

BASKETT MOSSE, of the special events department of NBC Chicago, on Jan. 30 married Mae Sipes of Tulsa.

FRED TAYLOR, KSL, Salt Lake City, studio supervisor who recently enlisted in the Army, has been assigned to the morale and recreational division at Fort Douglas.

BILL WARD, KOL, Seattle, continuity writer and transcription librarian, has moved to California. Bill Gunning replaces him.

VALENTINE GREETINGS

Have a Heart!

(The Heart of the Piedmont)

A RICH MARKET of more than 139,000 radio homes in the heart of busy, industrial North Carolina . . . more than 1,042,000 folks with money to spend!

Whatta Valentine for the smart advertiser!

NBC Red Network

600 On the Dial

WSJS *in Winston-Salem*

Represented by Headley-Reed Company

OLDEST ANNOUNCER from point of service at KGW-KEX, Portland, Ore., Robert E. Thomlinson (center) is welcomed into the Navy as lieutenant, junior grade, by Lieut. Glen F. De Grave, station managing director, Arden X. Pangborn (right) looks on.

Personnel Sources

SHORTAGE of announcers isn't bothering WCBI, Columbus, Miss. Bob McRaney, manager, looked over the local clergy and auditioned the Rev. John Brinn, of the Church of Christ. Rev. Brinn, a trained speaker and easy ad libber, thereupon became a newscaster. The station is auditioning college and high school students for part-time announcing and some good prospects have been found.

JAMES BOOZER, reporter of the *Washington News*, and Edward Wallace, of the South American department of the AP in New York, have joined the NBC news and special events staff, replacing Bob Eisenbach and Paul Husserl, who have been called to military duty.

JAMES WELDON, script writer of WICC, New Haven, has become engaged to Elizabeth Smith, of Milford, Conn.

VELMA MICHENER, continuity editor of KLZ, Denver, has returned to work after a two-week illness.

JOHN AMES, announcer of WSPD, Toledo, has enlisted in the Army Air Corps.

JAMES ROBERTSON has been appointed program manager of WMAM, Marinette, Wis.

KEN MEYER, chief announcer of WATN, Watertown, N. Y., who broadcasts local baseball games for Atlantic Refining Co., has resigned to join the Royal Canadian Air Force.

HARRY ADAMS, former m.c. of a weekly quiz program on WWRL, New York, has resigned to join WATN, Watertown, N. Y., as announcer and salesman.

JOSEPH LITTAU, former NBC staff conductor who recently has been director of the New York World's Fair orchestra and the Roxy Theatre orchestra, has been appointed director of NBC's international division musical library.

MRS. DORIS CORWITH, assistant to Dr. James Rowland Angell, NBC public service counsellor, last week started a series of speaking engagements on the subject "Radio in a Democracy".

FRANK BUTLER, formerly of KSTP, St. Paul, and Bill Galbraith and Ed Wegener, both from WLB, Minneapolis, have joined the announcing staff of WCCO, Minneapolis.

HARRY MIZELLE, U of North Carolina graduate, has joined the program department of WPTF, Raleigh, N. C.

CHARLES FREED, formerly of WKIP, Poughkeepsie, N. Y., has joined the announcing staff of WIBG, Glenside, Pa.

JIM HENNESSEY, staff announcer of KXOK St. Louis, has enlisted in the Navy. Charles Barnhart, continuity editor, has resigned to join WMBD, Peoria, Ill., as continuity editor and production manager.

PHIL WHITNEY, announcer-engineer of WINC, Winchester, Va., recently married Lillian Gatewood, former telephone operator at the station.

JACK GARRISON, announcer at KMOX, St. Louis, has joined the Army at Camp Robinson, Ark. as second lieutenant.

ROGER GOODRICH, former announcer of WOLF, Syracuse, and WEBR, Buffalo, has joined WGY, Schenectady.

CY NEWMAN, sportscaster of WWRL, New York, with a twice-weekly program, *The Last Word in Sports*, on that station, has been named sports director by Robert A. Catherwood, WWRL general manager.

MERRILL MULREADY, newscaster of WNAX, Yankton, S. D., is the father of a boy, Terrence Brien.

ED EDWARDS, formerly announcer of KSRO, Santa Rosa, Cal., has joined KROW, Oakland, Cal.

GENE NORMAN recently joined the news staff of KROW Oakland, Cal.

LON KING, of the mail and messenger service of KPO, San Francisco, and Gloria Peterson were secretly married Feb. 3 at Yuma, Ariz.

MARTIN WEINSTEIN, of the production department of KROW, Oakland, Cal., has been named publicity director.

LAYMON CAMERON has been named production manager of WIOD, Miami. Charley Dudley, formerly of WRUF, Gainesville, Fla., has joined the announcing staff. Bill Hightower has resigned.

DON McCRAIG, traffic manager at KLZ, Denver, has been named radio chairman of the local Red Cross chapter's subcommittee on communication. He will coordinate the service of all Denver stations in emergencies.

WILL DOUGLAS, former announcer of WKBN, Youngstown, has been promoted from private to sergeant in the Army Air Corps at Duncan Field, Tex. At present, he is writing, producing and announcing Duncan Field programs over KABC, San Antonio.

LOWELL WATTS, agricultural department of WLW, Cincinnati, has enlisted in the Army Air Corps.

BILL GRAFFIS and Chuck Romine, KXOK, St. Louis, writers and producers of *Meet the Men of Your Army*, have been named to sergeants.

ARTHUR LODGE Jr., United Press rewriter of KSTP, St. Paul, has joined the Coast Guard. Don Hawkins, KSTP announcer, had already joined that branch several weeks ago.

CBS, Hollywood, Gives 25 to Military Forces

INROADS on CBS Hollywood personnel since start of war Dec. 7 have affected all departments with more than 25 having resigned to serve in some branch of the armed forces. Among those in service are: Ernest Jarvis, Norman McDonnell and Glenn Middleton, production staff; Robert Hogan and Donald Sanford, transcription department; Jack Clinton, Earle Frady, Clark George, Paul England, Robert Hall, James Lewis and Grant Theis, guest relations; Richard Haysel, Alden C. Packard and Ed Paine, engineering department; George Carter, publicity; Peter Robeck, continuity; William Shaw and Henry Flynn, account executives; Maurie Webster, announcer; Jack Feldman and George Reel, mail department; Richard Kobler, actor; Bob Bradley, vocalist. Carrying out policy of giving each man one month's pay for each year he has been on the staff, network executives are also holding open positions for employes upon their return from active duty.

AL EVANS, formerly of WTOC, Savannah, has joined the announcing staff of WROL, Knoxville. Ernest Ford, announcer, has joined the Army Air Corps as an aviation cadet.

FRANK HALL, formerly of NBC, Hollywood, has joined J. Walter Thompson Co. as special writer for Victor Borge, comedian-pianist on the NBC *Kraft Music Hall*.

PAUL CLARKE, former announcer of WHBF, Rock Island, Ill., has joined the production department of KOA, Denver.

CARLTON BECK, announcer of KOMA, Oklahoma City on Feb. 2 married Pearl Tarver of Port Arthur, Tex. Bing Gilmore, actor-announcer of KOMA, on March 7 is to marry Jean Norvell of Oklahoma City.

MILDRED WILLIAMS, continuity editor of WDNC, Durham, N. C., has resigned to accept a Washington government position.

FRANKLIN EVANS, announcer of WDNC, Durham, N. C., is the father of a son, born recently.

JOHN BRADFORD, formerly of WFAS, WHDL, WERC and WEEU-WRAW, has joined the production department of WFMJ, Youngstown, O.

ED WHITNER, formerly of WCRS, Greenwood, S. C., has joined the announcing staff of WCSC, Charleston, S. C.

MRS. EARL FREDERICKS, of the continuity staff of KIRO, Seattle, suffered a knee injury in an auto accident. She was returning from her honeymoon trip.

HUGH TURNER, announcer, formerly of KLS, Oakland, has joined KPO, San Francisco.

BERTON BENNETT, announcer, of NBC San Francisco, has been appointed chief announcer of KPO.

HARLAN DUNNING, former announcer of KSFO and KFRC, has been appointed production manager of KSFO, San Francisco.

BOB EDWARDS has been added to the news staff of KSFO, San Francisco.

BILL MORROW and Ed Beloin, Hollywood writers on the NBC *Jack Benny Show*, have been signed to play the role of producers and collaborate in writing the 20th Century Fox film, "Tales of Manhattan".

CARLETON ALSOP, Hollywood announcer, is the father of a boy born Feb. 5. Mrs. Alsop is Martha Scott, film star.

The Dayton Station

WING

IZE

The combination that sells in Dayton and Springfield, Ohio.

Paul H. Raymer, Representative

New!

SUPER SOUND EFFECTS

New EFFECT RECORDS, NEVER BEFORE RELEASED!

New NUMBERING OF RECORDS AND RELATED GROUPING!

New CATALOG CONTAINING COMPLETE CROSS INDEX!

Be sure to write for this Catalog, listing Standard's newest Sound Effects and revised groupings

Standard Radio

New York Chicago Hollywood

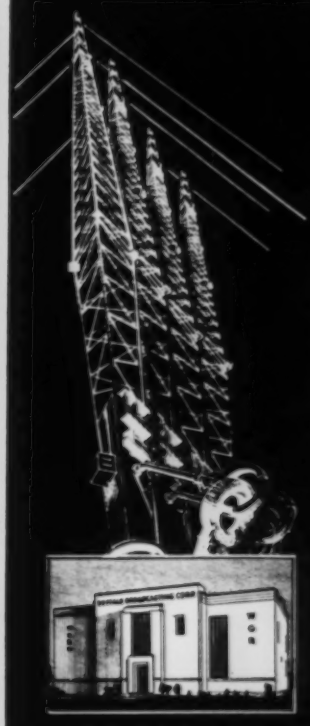
Buffalo's FIRST for Regional COVERAGE

5000 Watts by Day

1000 Watts Directionally Intensified by Night

WGR 550 K.C.

BASIC MUTUAL NETWORK STATION



New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

HOOPER-HOLMES popped these questions to 900 key agency executives and radio advertisers-

1. What trade publication do you consider #1 for your authentic radio news? #2? #3?
2. What trade publication do you consider the #1 advertising medium for radio stations and networks? #2? #3?
3. What YEARBOOK, ANNUAL, etc., do you refer to for accurate radio information?

AND UP POPPED THESE ANSWERS . . .

1

TRADE PUBLICATIONS CONSIDERED TO GIVE MOST AUTHENTIC RADIO NEWS

	Weighted Total	First Choice	Second Choice	Third Choice
ALL INTERVIEWS, TOTAL	1881 100.0%	324 100.0%	306 100.0%	297 100.0%
The Advertiser	0.5	0.3	0.7	1.0
Advertising Age	11.4	8.6	13.7	15.5
Advertising & Selling	2.2	0.9	2.0	7.1
BROADCASTING MAGAZINE	31.6	45.4	18.3	13.8
Printer's Ink	4.9	1.9	6.5	11.8
Radio Daily	19.8	17.0	24.2	19.9
Sales Management	0.8	----	1.6	1.6
Tide	8.2	4.9	11.1	12.8
Variety	20.6	21.0	21.9	16.5

2

TRADE PUBLICATION CONSIDERED BEST ADVERTISING MEDIUM FOR RADIO STATIONS AND NETWORKS

	Weighted Total	First Choice	Second Choice	Third Choice
ALL INTERVIEWS, TOTAL	1754 100.0%	303 100.0%	283 100.0%	279 100.0%
The Advertiser	0.9	0.3	1.4	1.4
Advertising Age	16.6	15.2	19.5	15.8
Advertising & Selling	5.5	2.3	8.5	10.0
BROADCASTING MAGAZINE	33.1	50.8	15.5	10.8
Printer's Ink	9.3	7.9	9.5	13.3
Radio Daily	11.4	7.9	14.1	17.2
Sales Management	2.1	1.0	2.5	5.4
Tide	9.9	7.3	12.7	12.5
Variety	11.2	7.3	16.3	13.6

3

YEARBOOK OR ANNUAL PREFERRED FOR MOST ACCURATE RADIO INFORMATION

	Weighted Total	Agencies	Advertisers	Representatives
TOTAL	267 100.0%	201 100.0%	46 100.0%	20 100.0%
BROADCASTING YEARBOOK	63.7	65.7	50.0	75.0
Markets of America	1.1	1.0	2.0	----
Market Data Book	15.0	12.9	28.0	5.0
Radio Daily Annual	20.2	20.4	20.0	20.0

So---we pop this suggestion, BROADCASTING for tip-top promotion results!

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

National Press Bldg., Washington, D. C.

HENRY J. TAYLOR, correspondent for the North American Newspaper Alliance, who recently returned from Europe, on Feb. 7 started a twice-weekly program of war analysis on WHN, New York, making that station's sixth regular news commentator. A book *Time Runs Out*, detailing the history of his European trip, is now on the presses of Doubleday, Doran & Co.

JACK HOLMES and Ron Deacon, formerly of the announcing staff of CKX, Brandon, Man., are now with the Royal Canadian Artillery, Holmes with rank of bombardier and Deacon as sergeant on the instructional staff.

TILLIE JANE REED, of Pittsburgh, has joined the news department of WHK-WCLE, Cleveland. Other WHK-WCLE additions are Dorothy Ann Rohan, receptionist, and Kay Davis, continuity.

JAMES EBERLE, announcer, has been promoted to program supervisor of WWJ, Detroit. Charles Gussman, of Chicago, succeeds Mr. Eberle while Charles Farrell replaces Jack Wyatt, WWJ announcer, who has gone to WNEW, New York.

BERNARD LADENDORF, formerly of WJLB, Detroit, has succeeded Richard Slade on the announcing staff of W45D, Detroit. Mr. Slade has gone to WKWK, Wheeling.

GEORGE AMBERG has been named director of continuity and publicity of KROD, El Paso.

LOU LIVINGSTON, KHQ-KGA, Spokane, continuity writer, has resigned to take a defense job on the West Coast. Thelma Sprague, formerly with the Associated Country Newspapers of Spokane, takes his place.

JACK DAUB, formerly of WDOD and WAPO, Chattanooga; WSPD, Sarasota, Fla.; WCOA, Pensacola, and WJBY, Gadsden, Ala., has joined the announcing staff of WWNC, Asheville, N. C.

TOM McKNIGHT, Hollywood producer of the CBS *Blondie* program, has recovered from a minor operation.

PHIL MacMURRAY, announcer of KFI-KECA, Los Angeles, has resigned to join the Army Signal Corps. Succeeding him is Rollie Thomas who moved over from KHJ, Hollywood. Bill Kennedy, formerly WWJ, Detroit newscaster, has taken over Thomas' KHJ announcing duties. Jim Barry, KFWB, Hollywood, announcer, has joined KFI-KECA, taking assignments formerly handled by Tom Frandsen, now a Navy ensign.

LORIN MYERS, merchandising director of WSB, Atlanta, and Charles McClure, of the same department, have absorbed the publicity work of Ralph Williams who resigned to join the Marines.

JOHN CARLSON, formerly of the Chicago staff of *Movie & Radio Guide*, has joined the publicity staff of CBS Chicago, succeeding Don Danielson, drafted.

ALLAN PAGE, announcer and publicity director of KVOO, Tulsa, is the father of a baby girl, Patricia Ann, born recently.

JOE MATHEWS, program and sports director of WGKV, Charleston, W. Va., is the father of a boy, born recently.

KAY KANIN, Hollywood writer, has been assigned to a new weekly quarter-hour defense program, *The Woman's Angle*, on NBC Pacific Red stations.

JAMES COVERT, advance man for Hal Makelim Productions, producers of Service With a Smile, and Miss Eloise Shows of New Orleans were married recently in the studios of WCOA, Pensacola, Fla.

JACK BAILEY, formerly chief announcer of KGB, San Diego, Cal., has joined the KHJ, Hollywood, announcing staff.

BERNARD KEATING, formerly reporter and photographer for the *Palm Beach* (Fla.) *Post-Times* and Associated Press, has joined WIBX, Utica, N. Y., as announcer and copy writer.

PAUL CHIEFF, former CBS page boy, has been named an assistant in the CBS news room.

MONROE UPTON, Hollywood writer on the NBC *Al Pearce Show*, is the father of a 9-lb. girl, born recently.

DON FISCHER, announcer of WRC, Washington, is the father of a boy, born Jan. 29.

RUTH LEE, has joined the staff of WCBI, Columbus, Miss., to conduct a new show, *For Women Only*.

ROBERT FREAR, announcer of WIBX, Utica, N. Y., is now stationed at Montgomery, Ala., as a cadet in the Army Air Corps.

KENNETH E. SHAW, production manager of Telecast Productions, New York, has been inducted into the Army.

HAROLD FULTON merchandising director of WHO, Des Moines, is convalescing from a minor operation.

SPORTS TROPHY for the "outstanding studio sports program of 1941" was presented by J. G. Taylor Spink, publisher of *Sporting News*, weekly sports paper (left), to Hulbert Taft, general manager of WKRC, Cincinnati (right), for that station's *Quiz Bowl*. Presentation was made during a regular broadcast of the quiz show.

Sargent Named to Head WLW Specialty Sales

LOU E. SARGENT, formerly with Harold F. Ritchie & Co., has been named head of Specialty Sales Inc., new division of WLW, Cincinnati, created to provide a selling services for manufacturers. Sargent is organizing a sales force that will be prepared to offer its services either to supplement a manufacturer's regular sales organization, or to supply a short-term sales group for some particular intensive selling campaign.

Robert E. Dunville, general sales manager of the broadcasting division of Crosley Corp., said contracts with manufacturers will be offered for a minimum of one week and for a maximum of 90 days, either on a "flat rate" or "per call" basis. A manufacturer needs not be a WLW client, he said.

KTAR—first with another LEADER

From FOUR TRUCKS to EIGHTY-ONE in THIRTEEN YEARS with KTAR! Once only a local enterprise, HOLSUM TRUCKS now touch the borders of California, New Mexico and Old Mexico before 9 o'clock every morning. Using better products and KTAR advertising the energetic management of PHOENIX HOLSUM BAKERY has built the most successful business of its kind in Arizona. As the LONE RANGER continues to ride the rich Arizona market for HOLSUM . . . KTAR continues its twentieth year as the veteran producer of better results in this gold-spot of the west.

KTAR

PHOENIX, ARIZONA
Key Station of the
Arizona BROADCASTING CO. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit San Francisco Los Angeles

The ABC OF RADIO IN ARIZONA
★★KTAR-Phoenix
★★KVOA-Tucson
★★KYUM-Yuma
★★KGLU-Safford
★KCRJ-Jerome
★KWJB-Globe
★KYCA-Prescott
★★ NBC RED and BLUE Network Stations
★ Other ABC Stations

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

WPER, in DeLand, Fla. Deleted on Own Request

DELETION of WPER, DeLand, Fla., construction permittee for a new local since Nov. 26, 1940, has been formally enacted by the FCC following a notice from the holders surrendering their construction permit. The letter, under date of Jan. 27, stated certain expected changes in ownership within the company had failed to materialize so that under present conditions it was not possible to build.

WPER had been granted 250 watts on 1310 kc., later shifted to 1340 under NARBA, to Tropical Broadcasting Co. Principals were eight local businessmen, each with approximately a 12% interest and headed by Carl E. Raymond, dean of the Law School, Stetson U, as president. The CP had expired last Jan. 1 at which time the Commission signified intention of deleting due to WPER's failure to ask an extension.

G. Washington Quiz

A QUIZ SHOW based on legal opinions, titled *Lawyer 'Q'*, started on WCAU, Philadelphia, on Feb. 5, sponsored by G. Washington Coffee Refining Co., Morris Plains, N. J., for its Home Style-Instant Coffee, placed thru Cecil & Presbrey, New York. The program, heard weekly, is produced by Joseph Gottlieb, of WCAU.

Hungry Tar

WHILE enjoying a box of candy from home, Paul Bressard, formerly of the traffic continuity department of WING, Dayton, O., and now a recruit at the Great Lakes Naval Training Station, noticed a nearby sailor hungrily eyeing the box. Bressard immediately offered to share and in the following conversation learned that the other was Fred Bradshaw, formerly of the engineering staff of WING's sister station, WIZE, Springfield, O. Although they had never met, each recalled seeing the other's name on production sheets exchanged by the stations.

Norfolk Grant Denied; Portsmouth Probe Set

DIRECTING a further hearing in light of the existing situation as to the availability of materials, the FCC last Wednesday denied a petition of Portsmouth Radio Co. for a grant of a new local in Portsmouth, Va., without hearing. Portsmouth Radio Co. is headed by R. G. Hoffheimer, Norfolk theater operator, president and 33⅓% stockholder. Other principals are Herbert Gerst, local laundry owner, secretary-treasurer, 26⅔%; A. J. Hoffheimer, attorney, 20%; Pretlow Darden, auto dealer, 10%; Alex H. Bell, insurance agent and Virginia representative of Dill Parking Meter Co., vice-president, 6⅔%; E. J. Brickhouse, auto accessory dealer, 3⅓%.

At the same time the Commission denied the application of R. N. Wallace, chief engineer of WOLS, Florence, S. C., and G. E. Schnibben, Florence theater operator, seeking facilities in Norfolk. Norfolk and Portsmouth are adjacent cities.

A third application by Tidewater Broadcasting Co., also for a Norfolk station, had originally been set for joint hearing with the aforementioned applicants, but later withdrew of its own accord.

E. OGDEN DRIGGS, commercial manager and engineer of WINC, Winchester, Va., and his wife, Louise Rust Driggs, have applied to the FCC for new 250-watt station on 1340 kc. in Frankfort, Ky., under name of Frankfort Broadcasting Co.

Meet the LADIES

MARJORIE ANDERSON

DISTINCTION of being the only young woman who is a regular announcer on a CBS program belongs to pretty Marjorie Anderson who handles the *Bright Horizon* serial (Lever Bros. for Silver Dust, Mon. thru Fri., 11:30-11:45 a.m.). Marjorie broke into announcing by a trick of fate.

Some years ago when she was on the Ed Wynn show, Harry von Zell, the regular announcer, became grounded in a snow storm en route to the studio, and Marjorie took over the first show. She got such a kick out of doing the job that she decided to take up announcing more seriously.

Marjorie leads a rather busy life. Some time ago in addition to filling a heavy radio schedule of dramatic roles on CBS, she was energetically organizing Understudy Clubs for women to learn the rudiments of men's jobs for wartime emergency. During that same period she was commuting from Philadelphia where she lived with her husband, a defense construction engineer, and her young daughter.

A native of Spokane, Wash., Marjorie has traveled extensively, managed a charity day nursery in New York for two years, operated a linen store, modeled for commercial photography and sold subscriptions for a magazine. Her soft voice and convincing delivery bespeak an understanding of her audience.

"ON THE FENCE WONDERIN' WHICH STATION TO USE TO COVER THE RED RIVER VALLEY? WDAY IS THE ONLY STATION THAT DOES A JOB!"

WDAY FARGO, N. D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Add to present WJHL market data - - - -
- Two NEW TVA Dams
- $50,000,000 Defense Spending
- 5,000 to 10,000 additional laborers
- Only regional station within 75 miles

1000 WATTS · 910 KC · BLUE NET

WJHL
Johnson City, Tenn.

International Radio Sales
Representatives

W. Hanes Lancaster
Manager

KSFO Constructs Offices and Studios

Plans Spring Completion of Elaborate New Quarters

KSFO, San Francisco, has contracted for new studios and offices in the Hotel Mark Hopkins, atop Nob Hill in San Francisco.

CBS in San Francisco recently filed proceedings in the Superior Court to eject KSFO from the CBS Palace Hotel studios, charging KSFO overstayed its time in the quarters, which KQW, now CBS affiliate, is waiting to occupy [BROADCASTING, Feb. 2].

The Mark Hopkins radio quarters will house both KSFO and KWID, new 100,000-watt international shortwave station, now under construction by the same ownership.

Completion by Spring

Lincoln Dellar, general manager of both stations, said the new quarters are to be completed by early spring. Six studios, master control room and engineering headquarters will be constructed in the main building with an adjoining separate building to house executive offices and office personnel. The new setup will cost approximately $75,000 and will be operated on a long-term lease.

"Remaining in Columbia's headquarters beyond Jan. 1 has been inconvenient for all," Mr. Dellar said, "but their notice of change in network affiliation in this area and their desire for us to vacate the present studios was received only a few weeks before the change was made, leaving little time to find a new location suitable for our expanded needs."

Mr. Dellar has chosen a staff of English-speaking newscasters for KWID. They are Bob Andersen, Austin Fenger, William Winter, Robert W. Desmond and Brooke Temple. Andersen has been KSFO news editor for several years. Fenger is editor of the *Farm Journal* on that station. Winter is a news analyst, who is also heard on CBS network broadcasts and KGEI. Desmond heads the school of journalism at the U of California. Temple formerly handled news on stations in the East and recently joined the KSFO news staff.

KSFO has filed a demurrer to the suit charges of CBS, which was heard in court Feb. 4. The judge overruled the demurrer and decreed that KSFO must file an answer within three days.

WHO Boxers to Chicago

FINALS in the Golden Gloves Tournament sponsored by WHO, Des Moines, were held Feb. 9 with nearly 20,000 attending the four-night series of eliminations which preceded the finals before the 1942 Chicago Tournament in which the Iowa boxers will participate. Team will be accompanied to the Chicago meet by Harold Fair, WHO program director and Bill Brown, WHO sports editor.

magnify

YOUR "Listener Interest"

WITH THE VERSATILE **NOVACHORD!**

Your staff pianist can create hundreds of DIFFERENT musical effects at its piano-like keyboard.

The first time you hear your staff pianist play the magic Novachord, you'll hardly believe your ears. One man . . . one instrument . . . yet as he plays and turns the Tone Selectors you'll hear an incredible array of vivid instrumental effects—both solo and ensemble.

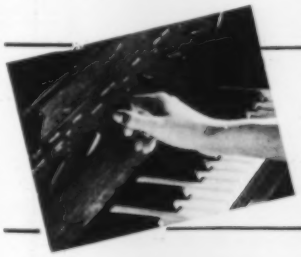
At a moment's notice the Novachord will provide you with colorful fill-ins . . . distinctive themes and signatures . . . melodic transitions . . . or full, rich music that is complete entertainment in itself. With this remarkably versatile electronic instrument in your studios, you have a ready solution to almost every musical problem.

It's *easy* to play the Novachord. Any pianist can create many new musical ideas—ideas to magnify your "listener interest" . . . ideas you can *sell*. The Novachord is a practical and economical investment for radio stations both large and small.

Let your nearest Hammond dealer demonstrate the possibilities of the Novachord. Find his name in your classified telephone directory—call him today!

Anyone familiar with the piano keyboard can play the Novachord with its brilliant array of instrumental effects, as of:

PIANO • VIOLIN • FLUTE • TROMBONE • CELLO • ENGLISH HORN • BASSOON • GUITAR • HARMONIUM • HARPSICHORD • CORNET • BRASS ENSEMBLE • SLEIGH BELLS • CHIMES • TRUMPET • CELESTE • OBOE • SAXOPHONE • BASS VIOL • FRENCH HORN • PICCOLO • BANJO • CLAVICHORD • VIBRAPHONE • MUSIC BOX • STRING ENSEMBLE • HAWAIIAN GUITAR • CLARINET • and MANY MORE



Your fingers touch the piano-like keyboard . . . and as you turn the Tone Selectors you *color* your music with effects of orchestral instruments.

HAMMOND NOVACHORD

The NEW idea in music—by the makers of the HAMMOND ORGAN.

FREE—A special demonstration recording for broadcasters — a half hour sample of Novachord music, all Public Domain for your use. Write on your company letterhead.

HAMMOND INSTRUMENT COMPANY, 2989 N. Western Ave., Chicago

USED BY ALL MAJOR NETWORKS AND BY INDEPENDENT STATIONS EVERYWHERE

Agencies

EUGENE F. ROUSE, head of the Los Angeles agency bearing his name, has been named to direct Southern California public relations activity of the Defense Bonds and Stamps Committee. Rouse was also recently elected president of Los Angeles Town Hall, a business and professional men's organization which he helped found seven years ago.

JIM BEALLE, Hollywood publicity director of J. Walter Thompson Co., is being transferred to the agency's New York offices, leaving the West Coast Feb. 20. Although new duties have not been defined, it is likely he will continue in press relations. Norman Blackburn, who has been writing and directing commercial films for J. Walter Thompson Co., will in addition take over Bealle's former publicity duties.

BEATRICE MABRY, formerly on the copy staff of BBDO, New York, and later director of collateral advertising for the New York World's Fair, has joined Redfield-Johnstone, New York, as copy director.

DOROTHY ROBERTS, formerly assistant timebuyer of J. Walter Thompson, has joined Blackett-Sample-Hummert, Chicago, as budget director of the P & G account.

Runyon in Federal Post

JOHN W. RUNYON, former radio director of Ted Bates Inc., New York, has joined the radio division of the Committee on Inter-American Affairs to spend about a month in New York after which he will set up and manage a Hollywood branch office. Mr. Runyon will supervise motion picture and radio talent for live and transcribed broadcasts, specializing on the Latin American side of the radio division as well as working on the division's programs in this country.

Mr. Runyon

TOM McAVITY, formerly Lord & Thomas, New York vice-president in charge of radio, who recently joined James L. Saphier Agency, Hollywood talent-production service, has taken over production of the weekly CBS *Ransom Sherman Show*, sponsored by Procter & Gamble Co. (Ivory soap).

R. E. MANGAN, formerly advertising manager of George Belsey Co., Los Angeles, recently became BBDO, San Francisco, promotion director.

E. W. FRANK, formerly production manager of Lord & Thomas, Chicago, for 20 years and on the advertising staff of *Motor Age*, has joined MacFarland, Aveyard & Co., Chicago, as production manager. He replaces William L. Dooley who resigned to enlist in the Army.

LAWTON CAMPBELL, vice-president in charge of radio for Ruthrauff & Ryan, after several weeks in Hollywood for program conferences has returned to New York.

JACK GALE, radio director of Charles H. Mayne Co., Los Angeles, has resigned to join National Concert & Artists Corp. which has established Hollywood offices at 9059 Sunset Blvd. under management of Charles B. Smith, George Hatch, of NBC Hollywood production department, has joined the artists service as account executive.

JIMMY FRITZ, advertising manager of Lawson Jewelry Co., Los Angeles, and prior to that production manager of Century Adv. Agency, Chicago, has established a general advertising agency in Los Angeles at 707 S. Broadway, under firm name of Jimmy Fritz & Associates. Ann Roush and Theodore O'Day are associates.

BLAYNE BUTCHER, timebuyer and producer of Lennen & Mitchell, New York, is currently in Hollywood supervising the Walter Winchell Sunday night broadcasts from there.

FREDERICK REYNOLDS, formerly a copy group head at J. Sterling Getchell, New York, has joined the copy staff of Lennen & Mitchell, New York.

ISOBEL OLMSTEAD, of the radio publicity department of Compton Adv., New York, and Storrs Haynes, radio script editor of the same agency, were married Jan. 31 in New York. John McMillin, vice-president and radio director of Compton, was best man.

ROBERT WAMBOLDT, formerly with NBC in Chicago, and previously with the Texas State Network, has joined the radio department of Compton Adv., New York, as a program supervisor.

ETHYL FOSTER has been placed in charge of the radio department of Solis S. Cantor Adv. Agency, Philadelphia. In recent years she produced her own programs on WDAS and WIP in Philadelphia. Also joining the agency is Martin Paris, formerly of the advertising staff of the defunct *Philadelphia Public Ledger*.

L. A. Producers Elect

CARROLL O'MEAR, Hollywood assistant manager of Young & Rubicam, has been elected president of Radio Producers Assn., that city. He succeeds Mann Holiner, of Benton & Bowles, resigned. John Swallow, NBC western division program director, has been named secretary, with Wayne Griffith, BBDO producer, curator of archives. All members will contribute to the Red Cross blood bank.

JOHN KUCERA

THE BEST-LAID plans of John Kucera, supervisor of network radio of Young & Rubicam, New York, called for a career in architecture and went into radio.

Yet, perhaps, there is some connection between John's early ambition and his present work. For he is still a builder and a planner—supervising the setting up of network schedules, planning markets in which to advertise different products. With Y&R John has been associated principally with two accounts: General Foods and Bristol-Myers. Down the line, he has set up schedules for all GF products handled by Y&R including Grape-Nuts, Jello-O and Jell-O products, Sanka Coffe, La France, Satina, Calumet, Swans Down and Minute Tapico. And for B-M he has worked with Sal Hepatica and Minit-Rub accounts.

Like many of his colleagues, John gained his early radio training at NBC. Back in 1932, fresh out of college, he joined the traffic department, by 1936 moving into spot and local sales and in 1937 going to network sales traffic. These years gave John backgrounds in stations and station relations. He moved to Y&R in 1939.

Statistically speaking, John was born in New York City, April, 1911, attended school there until 1927 when he prepped at Exeter Academy in New Hampshire. From there he went to Yale, intending to be an architect. Still a resident of Manhattan, John goes in for tennis, swimming and skiing.

Why is WMBD Specified for NETWORK PROGRAMS? (FROM CBS BASIC SUPPLEMENTARY GROUP)

THE HEART OF ILLINOIS

...for Example

by CAMPBELL SOUP CO.

As far back as October, 1934, WMBD was on the *specified* list for regular CBS Network advertising by CAMPBELL SOUP CO. Since then, this advertising has been *continued* on WMBD. Now, TWO programs keep WMBD listeners informed about CAMPBELL SOUPS . . .

"The Man I Married"
"Bob Burns, The Arkansas Traveler"

Thus, WMBD is SPECIFIED year after year by important advertisers, as an outlet for Network programs.

Here's Why . . .

WMBD speaks effectively *at all times* to the prosperous urban-and-rural-balanced market of "PEORIAREA"—with its 142,867 passenger automobiles . . . carrying 614,103 people . . . to trade in 7,649 retail stores . . . spending $146,040,000 annually. WMBD has become a remarkable favorite to the ears of this rich BUYING area. Want to know more about how well WMBD can serve you? Just write or wire.

FREE & PETERS, INC. Exclusive National Representatives

5000 WATTS DAY
1000 WATTS NIGHT
TEST SPOT OF THE NATION
WSMB D

MEMBER CBS NETWORK
WMBD
PEORIA, ILLINOIS

"Since WFDF Flint Michigan went to a kilowatt on 910, I don't read as much as I used to."

What about WOL?
...it carries EVERY Major Sports Event!
Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
1250 ON YOUR DIAL

2% Cash Discount Adopted by Wilder For Three Outlets

Bases Action on Exigencies Of Wartime Operation

ADOPTION of a 2% cash agency discount from rate cards for 10-day payment of bills is announced by Col. Harry C. Wilder, operating WSYR, Syracuse; WTRY, Troy, and WKNE, Keene, N. H., on the ground that buyer and seller controversies should not be carried on during wartime.

No other changes in discounts or rates of the three stations will be affected, said Mr. Wilder, in explaining that the discount becomes effective April 1. He added that he took the action after long exploration of the subject and described it as a trade practice that deserves industry support.

The discount problem has been discussed from time to time since early days of the broadcast industry. According to NAB sources, only a small percentage of stations have granted a 2% cash discount and these have frequently been newspaper stations bound by a practice more common in that medium.

Gamble's Plea Rejected

Plea for a 2% cash discount for agencies was made to the NAB board of directors at its Aug. 7, 1941, meeting by Frederic R. Gamble, managing director, American Assn. of Advertising Agencies. The board in effect killed the idea by placing it on the table.

At meetings of the Sales Manager's Executive Committee of the NAB the project has been discussed briefly but no action has been taken because of the board's stand.

Mr. Wilder's announcement of his action follows:

"In war times it is not good judgment to continue controversies between buyer and seller which serve no good purpose. This is the time to defer to agencies and advertisers on all disputed policies possible to concede. The advertiser has conceded much to us and has been very liberal in supporting our stations. Our business is very healthy today and we have gained more advertisers than we have lost the past two months.

"Because the national advertisers and agencies are so very strong for the cash discount, we have concluded this is the best time to grant it. Starting April 1, WSYR, WTRY and WKNE will add a 2% 10-day cash discount to its current rate cards. No other changes will be made in discounts or rates.

"I have long explored this subject and have at length concluded this is a trade practice that deserves our cordial support. I do not feel we can justify longer withholding a cash discount from advertising agencies, who have such compelling reasons for it. It is better to put it on the rate card than to grant it only under pressure to some and thus discriminate."

AGENCY Appointments

GRUNOW GROVES, Phoenix (grapefruit), to Dan B. Miner Co., Los Angeles. Currently using participation programs on KFI, Los Angeles and KHJ, Hollywood. Spot announcements campaign is contemplated.

PIONEER HI-BRED CORN Co., Des Moines (Hybrid Seed Corn), to Wallace Adv. Agency, Des Moines; Ross Wallace, account executive. Radio and other media are planned.

MENTHO-MULSION Inc., Atlanta (Mentho Mulsion, Malco cold tablets), to Cole & Cole Co., Chicago. Radio.

MONARCH MFG. Co., Milwaukee (men's jackets), to McCann-Erickson, Chicago; Miller Munson, account executive. Radio.

DR. D. JAYNE & SON, Philadelphia (expectorant), to Street & Finney, New York. Using test spot announcements in Wilmington and Philadelphia.

Blair Transfers

R. H. BOLLING, manager of the Detroit office of John Blair & Co., has been transferred to the company's New York office, managed by his brother, George Bolling. Paul Ray, also of the Detroit office, has been moved to the Blair Chicago office, and no replacements have been designated in Detroit.

Hollywood Horsewomen

COMBINING horsewomanship with first aid skill, five CBS Hollywood feminine personnel members have joined the Red Cross cavalry unit and are training to serve communities that might be cut off from motorized assistance during an emergency. They are Caroline McCloskey, public relations; Alice Maginnis, sound effects; Helen Jobe, production; Virginia Damron, program and Pat O'Brien, script.

Gets Seeds Radio Post

WATSON HUMPHREY, producer of *Uncle Walter's Dog House* and *Plantation Party*, has been appointed radio director of Russel M. Seeds Co., Chicago. He will continue as producer of the two programs. Prior to joining the Seeds agency in Chicago in 1939 he was radio director of Leon Livingston Adv. Agency, San Francisco.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives

• KSAL • KYOS • WATL • WAAB • WFBR • WGH • WGR • KHJ • WBIR • WBML • WBRK • WCAE • KABC • KALE • KDON • KFEL • KFRC • KOCY • KHSL • KVOM • KMO • KELA • KGY • KRKO • KXRO • KIT • KWLK • WMT • WHBC • WHN • WJEJ • WKRC • WMPS • KOL • WOL • WCOS • WCOU • WENY • WRDO • WSLS • WSPR • WTJS • KHJ • KDB • KGB • KXO • KVOE • KFXM • KPMO • KVEC • KFRE • KYOS • KMYO • KIEM •

THE BEST "BUY" SINCE THE DUTCH BOUGHT MANHATTAN!

ON 165 MUTUAL STATIONS

FULTON LEWIS, JR.

IS AVAILABLE

For Sponsorship in Your City

Here's the easiest "sale" you ever made! FULTON LEWIS, JR., is *the man of the hour* with *the news of the day.*

Now sponsored on 59 Mutual stations from coast to coast and available for sponsorship in *your city* at a talent charge amounting to your ONE TIME QUARTER HOUR RATE *PER WEEK!*

Fulton Lewis, Jr.'s popularity is as sensational as the trail of sales successes he has created for advertisers from coast to coast. From bakeries to banks—coffee to coats—sponsors are *selling merchandise* and renewing *contracts* for this outstanding news commentator—broadcasting 5 times weekly from the studios of Station WOL in the Nation's Capital.

For further information—wire, phone or write: WM. B. DOLPH.

ORIGINATING FROM WOL
WASHINGTON, D. C.

Affiliated with the
MUTUAL BROADCASTING SYSTEM

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Fort Worth

Simoniz Co., Chicago, 13 *sa*, thru George H. Hartman Co., Chicago.
Padgitt Brothers Co., Dallas (luggage and leather goods), 2 *sa* weekly, thru DeJarnett Adv. Agency, Dallas.
P. Lorillard Co., New York (Ripple Tobacco), 6 *sa* weekly, thru Lennen & Mitchell, N. Y.
Pepsi-Cola Bottling Co., New York, 35 *ta* weekly, thru Newell-Emmett, N. Y.
Bayer-Semesan Co., Cincinnati (Ceresan), 26 *sa*, thru Thompson-Koch Co., Cincinnati.
Sledge Mfg. Co., Tyler (work clothes), 3 *sp* weekly, thru Crook Adv. Agency, Dallas.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 34 *t*, thru Russel M. Seeds Co., Chicago.
Bristol-Myers Co., New York (Sal Hepatica), 3 *sp* weekly, thru Young & Rubicam, N. Y.
Noxzema Chemical Co., Baltimore, 13 *sp*, thru Ruthrauff & Ryan, N. Y.
Penick & Ford, New York (My-T-Fine Dessert), 104 *ta*, thru BBDO, N. Y.
General Mills, Minneapolis, 30 *t*, thru Blackett-Sample-Hummert, Chicago.

WDGY, Minneapolis

Berry's Ajax Hatchery, Peoria, Ill. 76 *sa* thru Mace Adv. Agency, Peoria.
Sterling Insurance Co., Chicago, 65 *ta* & 13 *sp*, Neal Adv. Agency, Chicago.
Kellogg Co., Battle Creek, Mich. (All-Bran), 156 *ta*, thru Kenyon & Eckhardt, N. Y.
Continental Oil Co., Ponca City, Okla. (Conoco), 6 *sp*, 52 weeks, thru Tracy-Locke-Dawson, N. Y.
Gospel Broadcasting Co., Los Angeles, 52 *t*, thru R. H. Alber Co., Los Angeles.
Knox Co., Los Angeles (Cystex, Mendaco), 4 *sp*, 52 weeks, thru Barton A. Stebbins Adv. Agency, Los Angeles.

WOWO-WGL, Fort Wayne

Feminine Products, New York (Arrid), 156 *t*, thru Small & Seiffer, N. Y.
Roman Cleanser Co., Detroit (Roman Cleanser), 30 *sa*, thru Gleason Adv. Agency, Detroit.
Iodine Educational Bureau, New York, 26 *ta*, thru Simmonds & Simmonds, Chicago.
Bittle Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 65 *sa*, thru Rogers & Smith, Chicago.

KFI, Los Angeles

Challenge Cream & Butter Assn., Los Angeles, 42 *sa* weekly, thru Brisacher, Davis & Staff, Los Angeles.
Paraffine Companies, San Francisco (Pabco floor coverings), 2 *t* weekly, thru Brisacher, Davis & Staff, San Francisco.
Zukor's Inc., Los Angeles (chain apparel shops), 5 *t* weekly, thru Milton Weinberg Adv. Co., Los Angeles.

WIND, Gary, Ind.

Drewery's Limited, South Bend, Ind. (beverages), 2 *sp* weekly, thru R. A. Moritz Co., Davenport, Ia.
MacFadden Publications, New York, (*True Detective* magazine), 6 *sa* weekly, thru T. J. Maloney Inc., N. Y.
Sunway Vitamin Co., Chicago (vitamin compounds), 10 *sp* weekly, thru Sorenson & Co., Chicago.

WINS, New York

Carter Products, New York (proprietary), 6 *t* weekly, 39 weeks, thru Spot Broadcasting, N. Y.
Madison Personal Loan Co., New York, 15 *sa* weekly, thru Klinger Adv., N. Y.
Frank G. Shattuck Co., New York (Schrafft's restaurants), 27 *sa* weekly, 13 weeks, thru Al Paul Lefton Co., N. Y.

WCAU, Philadelphia

G. Washington Coffee Refining Co., Morris Plains, N. J. (G. Washington coffee), 1 *sp* weekly, thru Cecil & Presbrey, N. Y.

WGY, Schenectady

American Chicle Co., Long Island City (chewing gum), 5 *sa* weekly, 14 weeks, thru Badger, Browning & Hersey, N. Y.
General Foods Corp., New York (Grape-Nuts), 6 *sp* weekly, 13 weeks, thru Young & Rubicam, N. Y.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrush), thru Ferry-Hanly Co., N. Y.
Lever Bros. Co., New York (Swan soap), 3 *t* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (peanuts), 6 *sp* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Smith Bros., Poughkeepsie, New York (cough drops), 35 *t* weekly, 15 weeks, thru J. D. Tarcher Co., N. Y.
Procter & Gamble Co., Cincinnati (Duz), 5 *sa* weekly, 52 weeks, thru Compton Adv., N. Y.
R. C. Williams Co., New York (Royal Scarlet products), 5 *sa*, 3 *sp* weekly, 22 weeks, thru Alley & Richards Co., N. Y.

KGKO, Fort Worth-Dallas

Pepsi-Cola Bottling Co., New York, 35 *ta* weekly, thru Newell-Emmett Co., N. Y.
Ex-Lax Inc., New York, 5 *ta* weekly, thru Joseph Katz Co., N. Y.
Foster-Milburn Co., Buffalo (Doan's Pills), 5 *ta* weekly, thru Spot Broadcasting, N. Y.
Rit Products Corp. (dyes), 80 *ta*, thru Earle Ludgin Inc., Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Dr. Caldwell's), 10 *ta* weekly, thru Sherman & Marquette, Chicago.

WOR, New York

Piel Brothers, Brooklyn (Piel's beer), weekly *sp*, thru Sherman K. Ellis & Co., N. Y.
California Prune & Apricot Growers Assn., San Jose, Cal. (Sunsweet Tenderized Fruits), weekly *sp*, thru Long Adv. Service, N. Y.
Kerr Chickeries, Frenchtown, N. J. (baby chicks), 3 *sp* weekly, thru N. W. Ayer & Son, N. Y.

KUOA, Siloam Spring, Ark.

Wortz Biscuit Co., Fort Smith, Ark., 72 *sp*, thru Gibbons Adv. Agency, Tulsa.
Southwestern Gas & Electric Co., Shreveport, La., 144 *sp*, direct.
Central Hatchery, Jefferson City, Mo., 26 *sa*, direct.
Ozark Nursery Co., Tahlequah, Okla., 52 *sa*, direct.

KECA, Los Angeles

Frito Co., Dallas (salted corn chips), 3 *sp* weekly, thru Ray K. Glenn Adv., Dallas.
Washington State Apple Adv. Com., Seattle, weekly *sp*, thru J. Walter Thompson Co., San Francisco.

KFBK, Sacramento, Cal.

Swift & Co., Chicago (All-sweet margarine), 6 *sa* weekly, thru J. Walter Thompson Co., Chicago.
The Pen Man, Chicago, 6 *sp* weekly, thru United Adv. Cos., Chicago.

WLAW, Lawrence, Mass.

Corn Products Sales Co., New York, 14 *sa & ta* weekly, 26 weeks, thru C. L. Miller Co., New York.
Simon & Schuster, New York (tax book), 48 *sa & ta*, thru Northwest Radio Adv. Agency, Seattle.
House of Old Molineaux, Boston (wine), 52 *sp*, thru Rossi & Hirshon, New Bedford, Mass.
Roma Wine Co., Fresno, Cal., 468 *ta*, thru Bermingham, Castleman & Pierce, N. Y.
New England Tel. & Tel. Boston, 10 *sa*, thru Doremus & Co., Boston.
Penick & Ford, New York (My-T-Fine), 96 *ta*, BBDO, N. Y.
Ex-Lax Inc., Brooklyn, 60 *ta*, thru Joseph Katz Co., N. Y.
Block Drug Co., Jersey City (Gold Medal Capsules), 135 *ta*, thru Raymond Spector Co., N. Y.
Fashion Frocks, Cincinnati, 13 *sp*, thru Franklin Bruck Adv. Corp., N. Y.

WQXR, New York

Corn Products Refining Co., New York (Mazola oil-Kreml desserts), 62 *sa* weekly, 52 weeks thru C. L. Miller Co., N. Y.
Charles Gulden Inc., New York (mustard), 6 *sp* weekly, 13 weeks, thru Charles W. Hoyt & Co., N. Y.

WBBM, Chicago

Atlantic Brewing Co., Chicago, 6 *sa* weekly, thru Weiss & Geller, Chicago.
Shaeffer Pen Co., Ft. Madison, Ia., 1 *sa* weekly, thru Russel M. Seeds Co., Chicago.

WJJD, Chicago

Norwich Pharmacal Co., Norwich, N. Y. (Pepto-Bismol), 3 *sa* weekly, thru Lawrence C. Gumbinner, N. Y.

WHIP, Hammond, Ind.

Vick Chemical Co., New York, 15 *ta* weekly, thru Morse International, N. Y.

Tri-City Hookup

STATIONS in the tri-city area of Schenectady, Troy and Albany linked together Feb. 9 to report the upstate New York blackout. Reports of the Troy interceptor command warning were picked up by WTRY and fed to the improvised network as did WGY in Schenectady and WABY-WOKO for Albany. In addition WHAZ, noncommercial outlet of Rensselaer Polytechnic Institute of Troy, carried the program. WTRY had originally intended to make the pickups from all three cities by itself but later fostered the idea of a hookup, minimizing expense and providing uniform coverage.

"I could tell you a SIMPLER way to sell something, Mister!"

Adv.

ANA RADIO GROUP HEADED BY STETLER

D. B. STETLER, advertising manager of Standard Brands, has been appointed chairman of the 1942 radio committee of the Assn. of National Advertisers, succeeding Gordon E. Cole, advertising manager of Cannon Mills, last year's radio chairman. Committee for 1942 is considerably larger than in former years, including a dozen or more new members who were added "practically at their own request", according to an ANA spokesman, who explained that the policy of the board of directors is to invite ANA members who express special interest in the work of a committee to join that committee.

The three meetings of the radio committee in 1941 were attended by many members from the west and midwest and at the committee members' own request, their meetings were changed from the usual luncheon sessions to evening meetings so that the discussions need not be curtailed, it was stated.

Serving with Mr. Stetler on the committee are:

Joseph Morrow Allen, Bristol-Myers Co.; R. A. Applegate, E. I. du Pont de Nemours & Co.; Joseph S. Atha, J. A. Folger & Co.; Stephen M. Birch, Texas Co.; Robert V. Beucus, Andrew Jergens Co.; R. J. Cabrera, Carter Products; W. N. Connolly, S. C. Johnson & Son; J. J. Delaney, Petroleum Advisers Inc.; R. Del Dunning, Centaur Co.; S. C. Gale, General Mills; G. R. Hart, White Labs.; W. R. Huber, Gulf Oil Corp.; Victor A. Hunter, Pepsodent Co.; Harry F. Jones, Campbell Soup Co.; Francis H. Marling, Pure Oil Co.; John H. Miller, Mennen Co.; Craig D. Munson, International Silver Co.; Robert S. Peare, General Electric Co.; M. J. Roche, Lever Brothers Co.; Charles H. Pinkham, Lydia E. Pinkham Medicine Co.; Ralph Robertson, Colgate-Palmolive-Peet Co.; Dr. D. P. Smelzer, Procter & Gamble Co.; A. Craig Smith, Gillette Safety Razor Co.; W. T. Smither, R. J. Reynolds Tobacco Co.; A. Waldron Stone, General Baking Co.; Herbert S. Thompson, Miles Labs.; T. N. Weatherly, Emerson Drug Co.

WOR Baseball Plans

WOR, New York, has arranged with the New York Yankees and Giants to broadcast all the pre-season games of these teams, beginning with the Giant-Brooklyn Dodger game in Havana, Feb. 28, and winding up with the Yankee game at home the Sunday before the opening of the season in April. The broadcasts will be sustaining and no deal has been made for broadcasts after the season opens, although it is understood negotiations for Giant and Yankee home games are under way.

Coffee Bureau Series

PAN AMERICAN Coffee Bureau, New York is sponsoring a 13-week Latin-American news test, featuring Leon Pearson, *Washington Times-Herald* correspondent, on WOL, Washington MBS key, every Monday, Wednesday and Thursday, 11-11:10 p.m. Started Jan. 26, the program will run for 13 weeks. Agency is Buchanan & Co., New York.

Skrudland on 21

SKRUDLAND PHOTO Service, Chicago (mail order enlargements), has placed a varied schedule of spot announcements, newscasts and local programs on 21 stations in rural markets through United Advertising Cos., Chicago.

FOOD TALK takes the air while Jack Price (l to r), account executive of Sherman K. Ellis, Chicago; George McLaughlin, head of production and buying of W. F. McLaughlin & Co., Chicago (coffee); and Don Kelly, sales promotion manager of WLS, Chicago, gather for an interview by Jane Tucker, woman commentator of WLS, in the station's booth at the recent National Canners Convention in Chicago.

Weissman Resigns

HAROLD A. WEISSMAN has resigned from R. L. Watkins Co., New York after 25 years as successively, sales manager, advertising manager and vice-president. He also resigned as president of the Vita-Ray Corp., Lowell, Mass., Ayer Co., Lowell, Mass., and Delatone Co., New York. All four concerns are subsidiaries of Sterling Products.

MILES LABS., Toronto (Alka-Seltzer) on Feb. 16 starts *Lum & Abner* Monday through Thursday on CKCO, Ottawa; CHSJ, St. John, N. B.; CFCN, Calgary; and will expand later to CKCK, Regina, and CHNS, Halifax. Account was placed by Cockfield Brown & Co., Toronto.

TRYCO Co., Los Angeles (skin ointment), in a 10-week campaign ending April 10 is using three announcements weekly on KHJ, Hollywood. Firm also sponsors five announcements per week on KFWB, that city. Agency is T. Tyler Smith Adv. & Merchandising, Hollywood.

ILLINOIS STATE HATCHERIES, Springfield (Big-Boy Baby Chicks), has started half-hour daily variety program at noon on WCBS, Springfield, Ill. Merchandising includes gifts for Future Farmers of America in the listening area.

Serial on WOR Via Disc

FIVE WEEKLY dramatic series, *Aunt Jenny's Stories*, heard on CBS under sponsorship of Lever Bros. Co., Cambridge, for Spry, is being broadcast via transcription on WOR, New York, Mondays through Fridays, 8:30-8:45 a.m. Agency is Ruthrauff & Ryan, New York.

SPOTCASTING
BUILDS MORE SALES
...AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

Radio Advertisers

SHEFFIELD FARMS Co., New York, on Feb. 16 will take over the Monday, Wednesday and Friday 8:45-9 a.m. period of the *Woman's Page of the Air* on WABC, New York, for its cottage cheese, the following week shifting to Tuesday and Thursday at the same time. Agency is N. W. Ayer & Son, New York.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. (peanuts), is sponsoring David E. Kessler's 8:45 a.m. news commentaries over WHAM, Rochester, now operating on a 24-hour-a-day basis. WHAM's seven newscasts daily include three by the *Esso Reporter* and early morning roundups at 2 and 4 a.m.

DR. HISS FOOT CLINIC, Los Angeles (foot specialist, custom-built shoes), recently renewed for 52 weeks the twice-weekly half-hour *Flying Feet* on KHJ, Hollywood, with a transcribed version once weekly on KFRC, San Francisco. Foothealth Adv. Alliance, Los Angeles, is agency.

TERMINAL Radio Shops, New York, currently sponsoring participations on WABC, New York, on *Arthur Godfrey* program, on Feb. 17 will add participations on Adelaide Hawley's *Woman's Page of the Air* on WABC, in the interests of its beauty salons. Agency is Maxon Inc., New York.

NESTLE'S MILK PRODUCTS (Canada), Toronto, on CFRB, Toronto, and CKAC, Montreal, has started five-weekly *Lucky Listening*, musical quiz show of recorded numbers with cash and credit prizes for correct answers. Account was placed by Cockfield Brown & Co., Toronto.

MAGIC BAKING POWDER Co., Toronto, has started three transcribed spot announcements daily on a large number of Canadian stations. Account was placed by J. Walter Thompson Co., Montreal.

OLSEN Co., New York (home insulation), has undertaken sponsorship of John B. Kennedy's news commentaries on WNEW, New York, on the Tuesday evening spot vacated by De-Koven Waterfilm Boiler Co., New York, because of priorities. Mr. Kennedy is heard Monday through Friday and Sunday, sponsored by R. C. Williams Co., New York (Royal Scarlet stores); Seidenberg Cigar Co., New York; Simon Ackerman Clothes, New York. Agency for Olsen Co. is O. J. Hartwig Agency, N. Y.

LAURA SECORD Candy Shops, Toronto (chain), has started on CFRB, Toronto, and CBM, Montreal, twice-weekly *Rex Battle*, pianist, with quarter-hour evening program. The campaign will become weekly on March 9 and includes: CKSO, Sudbury, Ont.; CFRC, Kingston, Ont.; CFPL, London, Ont.; CKCO, Ottawa; CFCH, North Bay, Ont. Account was placed by Cockfield Brown & Co., Toronto.

HOD CARMEL KOSHER PROVISION Co., New York, is sponsoring *Your Happy Serenader* Sunday afternoons on WHN, New York, featuring old and new folk songs and ballads, for its delicatessen products. Agency is American-Jewish Broadcasting Co., New York.

CHALLENGE Cream & Butter Assn., Los Angeles, on Feb. 15 started a 13-week series using 42 victory time signal announcements weekly on KFI, that city. The following day a schedule of 18 spot announcements was started on KLX, Oakland. Agency is Brisacher, Davis & Staff, Los Angeles.

H. GOODMAN Inc., Cleveland (White Dove mattresses), is sponsoring locally on WHK, Cleveland, commentaries of B. S. Bercovici, MBS news analyst.

STANDARD BRANDS, Toronto (Fleischmann's Yeast), has started three spot announcements daily on 38 Canadian stations. Account was placed by J. Walter Thompson Co., Montreal.

DIAMOND CRYSTAL SALT Co., St. Clair, Mich., has started *Songs of the Synagogue* on WEVD, New York, Saturday evenings. A campaign also is running in Jewish newspapers.

IN PHILADELPHIA
WFIL
in Friends Influence Listeners
SELL THROUGH WFIL

In radio, too, it's Better to be Lower

"Take it easy, son. Mr. Plumpo has never been in a Pullman before. How could he know the lower berth is so much better?"

In radio the lowest frequency is the choicest spot. The lower a station's frequency the longer its wave, the longer its wave the stronger its signal. WMCA occupies New York's lowest frequency (570) with enough power to cover the New York market thoroughly and economically.

WMCA
FIRST ON NEW YORK'S DIAL

Where But
WSYR
SYRACUSE
can you tap
the East's Best
Farm Audience

Smooth
Saleing!
We've laid the groundwork; built an amazing audience; earned their confidence. We have proof that time on WAIR makes for SMOOTH SALEING!
WAIR
Winston-Salem, North Carolina
National Representatives
International Radio Sales

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
• THE FOREMAN CO. NATIONAL REPS
CHICAGO • NEW YORK

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Child Research

(*Continued from page 20*)

posal was a $65,000 annual budget for the projected research and service agency. The proposal declared that "as a general policy, it is recommended that this agency should be financed by commercial interests which profit directly from children's radio programs". One suggested source of these funds was a percentage of the annual gross billings for children's programs on networks, along with a percentage of the annual gross billings by individual stations for commercially sponsored non-network juvenile features.

The $65,000 budget estimate included a $6,000-per-year agency director, $20,000 for four research associates, $10,000 for parttime field representatives, $3,000 for a statistician, $4,500 for three office secretaries, $6,000 for supplies and equipment, $4,000 for office rent, $6,000 for travel and $6,000 for special services.

A key preliminary step to setting up the agency, under the suggested plan, would be selection of a "controlling committee", representing the advertisers and commercial sponsors of children's programs, the broadcasting industry and the Federal Radio Education Committee.

The special conference was called Jan. 21 by Dr. Studebaker, following up the suggestion several months ago that FREC sponsor a permanent self-suporting research and service agency such as that proposed by the Ohio State U group. Assisting Dr. Studebaker at the conference were William D. Boutwell, chief of the Division of Radio, Publications & Exhibits of the Office of Education, and Mrs. Gertrude Broderick, FREC secretary.

Resolution Adopted

Text of the resolution adopted at the Monday meeting follows:

Resolved, that a committee of exploration be appointed by Commissioner Studebaker, as chairman of this conference, composed of a small group representative of those interested in children's radio programs, such as educators, networks, lay agencies, stations, writers, artists, children, and representatives of children, to perform the following functions:

(1) To decide whether or not a research and service agency of the type proposed or of some other type is a practical project to pursue;

(2) If so, to present a plan involving the following and other appropriate points; Official sponsorship, the managing body, coordination of existing agencies, tentative program of service and research, positions and budget, and the sources of budget, with some promises of support.

Those Attending

Attending the conference, held in the radio studios of the Interior Department Bldg., were:

Shannon Allen, director Dept. of Interior Radio Section; Dr. Katherine Bain, Labor Dept.; Mildred Batchelder, American Library Assn.; W. D. Boutwell, Office of Education; Florence E. Briggs, Office of Education; Alice Brisbane, American Federation of Labor; Mrs. Gertrude G. Broderick, secretary, FREC; Lyman Bryson, CBS; Madeline Caplen, Youthbuilders; Gloria Chandler, Assn. of Junior Leagues of America; W. W. Charters, OSU; Lucille Clarke, Girl Scouts of America.

Mrs. Betty Colwin, Youthbuilders; Lou G. Cowan, *Quiz Kids;* Ruth Craven, Natl. Council of Catholic Women; James E. Cummings, Dept. of Education; Mary D. Davis, Office of Education; F. D. Dorman; Madge Dower, New York Public Schools; Madeline Ensign, WOL, Washington; Mrs. Mary C. Erb, AFL; Belmont Farley, NEA; Grant Y. Flynn, Ruthrauff & Ryan; Josette Frank, Child Study Assn.

William A. Fricks, AAAA; Bess Goodykoontz, Office of Education; Dorothy Gordon, Radio Council for Children's Programs; Sidonia M. Gruenberg, Child Study Assn. of America; Mrs. Leon M. Ginsberg, Child Study Assn. of Baltimore; Louis J. Hazam, chief script writer, Dept. of Interior Radio Section; Edward J. Heffron, National Council of Catholic Men; Harriet H. Hester, WLS, Chicago; Luther L. Hill, Iowa Broadcasting Co.; Herta Herzog, Office of Radio Research; Gilbert Harrison, OCD.

Mme. Yolanda Mero Irion, Woman's Natl. Radio Council; Arthur T. Jersild, Columbia U; Grace M. Johnson, Blue Network; Cecil Lester Jones, Assn. of Junior Leagues; Olga Jones, Office of Education; Jack E. Joy, War Department Radio Branch; Mrs. Frank Karelsen Jr., Child Study Assn.; Major H. W. Kent, War Department Radio Branch; Dora L. Kirwin, Office of Education; Ralph Lawton, WOLB, West Yarmouth, Mass.; Katharine F. Lenroot, Labor Department Children's Division.

Mrs. Dorothy Lewis, Radio Council on Children's Programs; Mrs. Royal Little, Rhode Island Radio Committee; R. B. Lowdermilk, Evaluation of School Broadcasts; Dr. Berthold Lowenfield, American Foundation for the Blind; Margaret T. Lynch, Natl. Council of Catholic Women; Mrs. A. Paul Menton; Sylvia Milrod, WINX, Washington; M. E. Monroe; Barbara Nolen, Assn. for Arts in Children's Programs; H. Philip Minus, Young & Rubicam; Paul F. Peter, NAB; Florence Reynolds.

Howard Rowland, OSU; Leo R. Sack, Bristol-Myers Co.; Harold A. Safford, WLS, Chicago; John Shepard 3d, Broadcasters Victory Council; Rose M. Singer, Radio Council on Children's Programs; Myrtle E. Stahl, WGN, Chicago; Gordon Studebaker, FREC; Dr. John W. Studebaker, U. S. Commissioner of Education; Sabra Holbrook, Youthbuilders; Davidson Taylor, CBS; I. Keith Tyler, Evaluation of School Broadcasts; Laura Vitray, Labor Dept.; Frank E. Vogel, Benton & Bowles; Judith C. Waller, NBC; N. Woelfel, Evaluation of School Broadcasts; Alice Keith, National Academy of Broadcasting.

CBS FARM REPORTERS met recently with Secretary of Agriculture Claude R. Wickard, to discuss problems involved in farm newscasting. Attending the meeting were (l to r): Earl Williams, KFAB, Lincoln, Neb.; Andy Woolfries, KRNT, Des Moines; Wallace Kadderly, U. S. Department of Agriculture; Charley Stookey, KMOX, St. Louis; Emil Bill, WMBD, Peoria, Ill.; John Merrifield, WHAS, Louisville, and Max Carl, WCCO, Minneapolis.

EDUCATION GROUP TO MEET FEB. 23

FIRST annual meeting of the newly-organized Assn. for Education by Radio is to be held Feb. 23 in the NBC Bldg., San Francisco, in conjunction with the national convention of the American Assn. of School Administrators, it was announced early in February by John W. Gunstream, AER national program chairman. Agenda for the one-day meeting is being developed under direction of Erle A. Kenney, director of the *Alameda City School of the Air*, of Alameda, Cal., assisted by Joseph Crabb, George Mullaney, Jennings Pierce and Donald Cherry.

Less than a year old, AER is described as a professional organization for persons working in and for education by radio, and includes in its membership several hundred educators, school administrators and broadcasters.

Featured speakers at the Feb. 23 meeting will be Dr. Walter F. Dexter, California Superintendent of Public Instruction, and Dr. Ray Lyman Wilbur, president of Leland Stanford U. Major Harold W. Kent, of the Radio Branch of the War Department Bureau of Public Relations, is to preside at the luncheon session at which Dr. Wilbur will appear. Also included in the program are an FM demonstration and a tour of an FM station.

Leak in Confidential Reports Of Monitor Bureau Criticized

Handling of FCC Personnel Also Is Criticized In House and During Committee Hearings

STILL another criticism of the FCC's administration under Chairman James Lawrence Fly came to light last week when Rep. Martin Dies (D-Tex.), chairman of the special House Committee to Investigate Un-American Activities, intimated there were leaks in the FCC's confidential reports on foreign propaganda broadcasts, used by Dies Committee opponents in attempts to block allocation of funds to the committee.

Answering Rep. Dies' request for complete information, made by telegram last Tuesday, Chairman Fly on Wednesday revealed that an unofficial analysis of the Foreign Broadcast Monitoring Service apparently might have been the source of the specific instance cited by the Congressman. He said he did not know how *Newsweek* magazine found out the substance of the analysis and printed in a news story in the Jan. 5 issue that "the FCC's shortwave monitoring service has found that Rep. Martin Dies is the American most frequently quoted by the Axis radio in programs beamed to this hemisphere".

Dr. Watson Cited

To Rep. Dies' allusion that Dr. Goodwin Watson, chief analyst of FBMS, may have been connected in some way with the purported "leak", Chairman Fly pointed out that Dr. Watson joined the FBMS staff after the study in question had been made.

Meanwhile other Congressional critics continued to hammer at the Fly administration, chiefly on grounds that the FCC was harboring individuals not of unquestionable loyalty. The main topic continued to be Dr. Watson, who recently drew drastic House reaction in the form of a ban on payment of his salary out of FCC funds [BROADCASTING, Jan. 26].

However, Congressional interest in certain other FCC personnel, apparently with an eye toward unusually rapid advancement or increases in pay, was reflected both in observations on the floor of the House during the last week as well as in the record of hearings on the 1943 FCC appropriation before the House Appropriations Committee. Observers gained the impression that many members of Congress are keeping a wary eye on some phases of FCC operation.

During consideration of the First Deficiency Appropriation Bill of 1942 in the House last Monday, Rep. Wigglesworth (R-Mass.) declared he hoped "very much" that the Rules Committee would favorably report "a resolution which will bring about an investigation in the near future".

Mentions Employes

Calling attention to a list of nine persons, formerly employes of the Senate Interstate Commerce and other upper house committees, Rep. Wigglesworth then incorporated in his remarks a list of five FBMS employes who, according to Dies Committee records, had allegedly had some connection with Communist-front organizations. This list included, in addition to Dr. Watson, Peter Rhodes, now heading the FBMS office in London, at $4,600 a year; William E. Dodd Jr., editorial assistant, $2,600; Charles A. Gauld, editorial assistant, $2,600; Mary Johnson, translator, $1,800. The nine former Senate committee employes now with the FCC were listed as Henry M. Barry, Edward M. Brecher, Charles E. Clift, Allen W. Sayler, Edward Cooper, Mrs. Mary M. Donahue, Elsa Gullander, Lucien Hilmer, Telford Taylor.

"I may say incidentally that the Commission reports that five employes in this unit (FBMS) have had their appointments terminated since July 12, last, for other reasons, as a result of findings by investigators of the Civil Service Commission," he appended.

Commenting on personnel problems to the House Appropriations Committee on Jan. 28, during hearings on a supplemental appropriation of $587,195 for the FCC for the remainder of fiscal year 1942, ending June 30, Chairman Fly and other Commission officials indicated that substantial increases in personnel, largely in the field force for monitoring operations but also including additional legal talent, are necessary to the continually expanding wartime functions of the FCC.

The hearings were marked by considerable attention to specific personnel already on the FCC rolls, among them the nine cited by Rep. Wigglesworth, with individual queries regarding Allen W. Sayler, chief of the FCC's newspaper inquiry section, at $3,600 a year, and Nathan H. David, chief of the new inquiry section of the FCC law department, at $6,500 a year.

Chairman Fly also furnished for the hearing record, at the request of Rep. Wigglesworth, a justification for the reclassification of nine other FCC employes—Harold J. Cohen, George J. Dempsey, Thomas B. Grandin, Mary J. Mueller, Glen E. Nielson, Mieczyslaw M. Nowinski, Harry M. Plotkin, Philip F. Siling, Sidney D. Spear.

Atlantic in Chicago

ATLANTIC BREWING Co., Chicago (Tavern Pale beer), will spend an estimated $50,000 within the next six months on chainbreak announcements in the Chicago market. Company has purchased six stations break announcements a week on WBBM, and will place announcements on WGN WJJD WAIT WCFL WGES WSBC WIND. Account is handled through Weiss & Geller, Chicago by Marvin L. Mann, account executive.

STAFF ANNOUNCER WANTED

50,000 Watt Red Net Station in East wants experienced all-around staff announcer. Apply at once by mail. Our employees know of this advertisement.

BROADCASTING—Box No. 162

KROY—Sacramento
and
KTAR—Phoenix
BUY
"IMPERIAL LEADER"

The transcribed story of the life of Winston Churchill.

52 Thrilling Episodes

For information write or wire

Kasper-Gordon, Inc., 140 Boylston St. Boston — or — Howard C. Brown Co. 6418 Santa Monica Blvd., Hollywood

WDRC

CONNECTICUT'S PIONEER BROADCASTER

IT'S COLOSSAL

Latest release from Sales Management gives the average Connecticut family $4,741 in Effective Buying Income. No other state even comes close! Add this to your other good reasons for using WDRC in Hartford, and act now! Basic CBS for Connecticut.

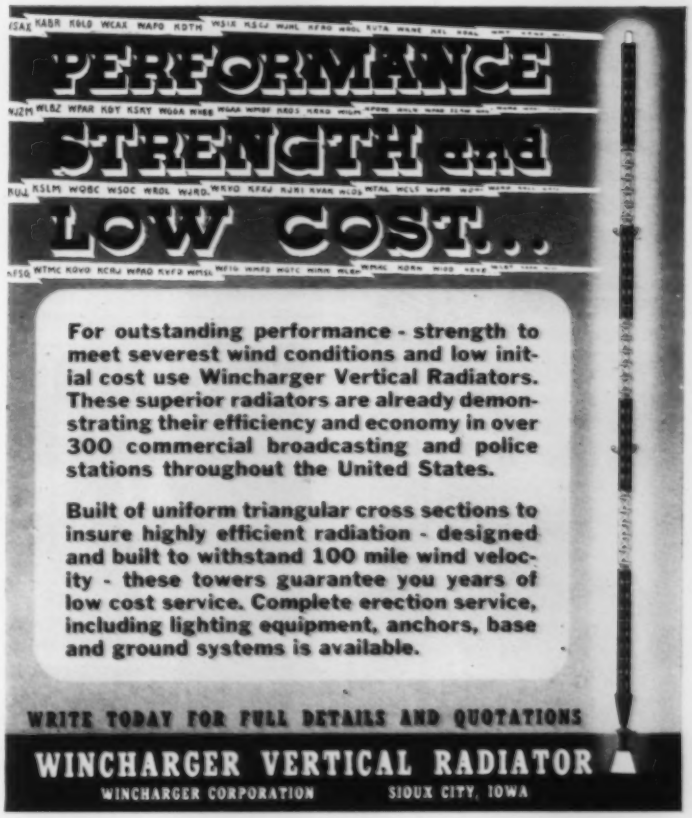
CBS

EQUIPMENT WANTED!

If you have all, or any part of the following, please send specifications and cash price; also date available. Equipment need not be make we specify.

4 300-foot towers
1 5 KW Transmitter
W.E. Type 101A Coupling Units
Frequency Monitor
Modulation Monitor
W.E. Type 23A Consoles
W.E. Volume Indicators
W.E. Microphones
Transmitter speech input control
Program Buss Control

BROADCASTING
Box 163


PERFORMANCE
STRENGTH and
LOW COST...
For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.
Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.
WRITE TODAY FOR FULL DETAILS AND QUOTATIONS
WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION
SIOUX CITY, IOWA

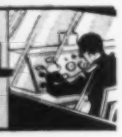
Think of CLARK

synonym for QUALITY TRANSCRIPTION PROCESSING

Think of quality transcription processing and you think of CLARK. That's natural as ABC. Since radio's pioneer days CLARK has been the symbol for pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

Clark
Phonograph Record Co.
Newark, N. J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. LaSalle St. Central 5275

in the CONTROL ROOM



WARREN GILMAN, engineer, formerly of KSFO, San Francisco, has been named supervising studio engineer of KQW, San Jose, Cal. Paul Leake, also of KSFO, has been named KQW studio engineer.

RALPH L. ABRY, former gold mine electrician and broadcast installation engineer, has joined KYA, San Francisco.

HENRY WHITE, engineer of WSB, Atlanta, is the father of a baby girl, born Jan. 31.

PETER J. ONNIGIAN, former announcer-operator of KWIL, Albany, Ore., who recently joined KFRE, Fresno, Cal., on Jan. 27 married Sadie Shabaglian of Fresno.

ROBERT L. KENNEDY, of the staff of John Barron, Washington consulting engineer, has joined the Navy Bureau of Aeronautics as a lieutenant junior grade.

RUDY MICKENDORF, of KFRO, Longview, Tex., has joined KRRV, Sherman, Tex.

L. L. WASHBURN, engineer of NBC Chicago, will report Feb. 20 in Washington as a lieutenant in the signal corps.

ART MARTH, transmitter and control engineer at WARM, Scranton, Pa., has joined the Army. Engineers Francis M. McKernon and Roswell J. Parker are slated to join the Navy soon.

ARTHUR BREARLY, NBC Hollywood engineer, is the father of a boy born Feb. 7.

WALT WEDLAR, William Jacobs and William Fox, engineers of WGAR, Cleveland, have obtained leaves of absence to join the Columbia U research labs.

MICHAEL CHUCKRAY, engineer at KXOK, St. Louis, has been ordered to report for naval duty.

LEWIS E. HILAND, chief engineer of WCBT, Roanoke Rapids, N. C., resigned Jan. 31 to enlist in the Naval Reserve as radioman first class.

RALEIGH WATERS, technician of WCSC, Charleston, S. C., has resigned to enter the Charleston Navy Yard.

CLARENCE STEVENS, technician, has joined KPO, San Francisco.

MURDO MacKENZIE, NBC Hollywood engineer, has announced his engagement to Trudy Erwin, singer on Kay Kyser's *Kollege of Musical Knowledge*.

Metals Saved

TO CONSERVE strategic materials and replace them with alternate materials the RCA Mfg. Co.'s development engineers launched many months ago a program affecting every department. To date, nickel plating has been replaced by a lacquer polish, cobalt was eliminated from certain types of magnets, brass has been replaced by wood and certain critical metals have been eliminated from tubes.

GEORGE FOSTER, formerly engineer and partner in ownership of KENO, Las Vegas, Nev.; C. W. Comegys, KFAC, Los Angeles, engineer; and John Cravens, of Whitesboro, Tex., have joined the NBC Hollywood engineering staff.

FREDERICK SHILZONY, RCA communications engineer, has been engaged by 20th Century Fox Studios as technical advisor for the motion picture "Manila Calling". He replaces John H. Muller, recalled to Canada.

PAUL HARDEN, KFMB, San Diego, Cal., engineer, has resigned to join the Army Signal Corps as civilian assistant radio engineer stationed at San Francisco.

NELSON GARDINER, operator of CKY, Winnipeg, has completed an officers' training course and has been posted as a second lieutenant in the Royal Canadian Corps of Signals at an Ontario advanced training center.

ART SWARTZ, transmitter engineer at KHQ-KGA, Spokane, has been called to active duty with the Naval Reserve. Howard Moses, relief engineer, takes his place. Dean V. McLaughlin has rejoined KHQ-KGA as relief engineer.

J. D. EDWARDS, transmitter engineer of KSO-KRNT, Des Moines, on Jan. 31 left the station to enlist in the Army Signal Corps. George Luick, formerly of KGHO, Iowa State Police transmitter, has joined KSO-KRNT.

D. B. McKEY, for six years in the field for Graybar Electric Co., has been named general communications engineer of the company, with headquarters in New York.

LEWIS ELIAS, engineer at WWNC, Asheville, N. C., has resigned to join the Navy.

FRANK PIERCE and John Beeston, research engineers of WHO, Des Moines, are teaching a special night class in radio engineering at Drake U.

Labor, Employers Pledge DCB Help

Communications Groups Join In Wartime Cooperation

LABOR and management interests of the communications industry have formally pledged full cooperation to the Defense Communications Board, FCC-DCB Chairman James Lawrence Fly announced last Monday in releasing a joint statement by the Labor and Industry Advisory Committees of the Board. He hailed the move toward complete amity as a "very heartening" development in the victory drive.

The voluntary labor-management accord in DCB doings developed formally with recent approval by DCB of an extension of labor's voice in the organization by giving it representation on seven key DCB committees [BROADCASTING, Jan. 12].

Wartime Efficiency

"Recognizing the vital role of the communications industry in winning the war the Industry Advisory and Labor Advisory Committees of DCB, at a joint meeting on Feb. 3, 1942, pledged the full cooperation of industry and labor in the communications field in advising and assisting the Board," the joint statement declared.

"The industry and labor representatives present recognize that wartime efficiency of communications requires the special contributions of each group and the closest cooperation with the Government. To this end, these committees will aid the DCB in its important task by the consideration and study of communications problems on which the Board desires assistance."

Commenting on the labor-management pledge, Chairman Fly declared at his weekly press conference last Monday:

"I express my gratification for the constructive and cooperative attitude which was taken both by the management representatives and the union representatives. All of them have been extremely cooperative, and there has been a general tendency to forget differences and move together shoulder to shoulder, and do a real job. Needless to say, that is very heartening."

Col. William H. Murphy

LIEUT. COL. WILLIAM HERBERT MURPHY, inventor of the radio beam used by commercial and Army planes, on Feb. 3 was killed in action, it was disclosed last week. Col. Murphy was a communication specialist of the Signal Corps with the Allied high command in the Far East. He is survived by a wife and two children.

CANADIAN MARCONI Co., Montreal (radio tubes), has started twice-weekly transcribed spot announcement campaign on 30 Canadian stations. Account was placed by Cockfield Brown & Co., Montreal.

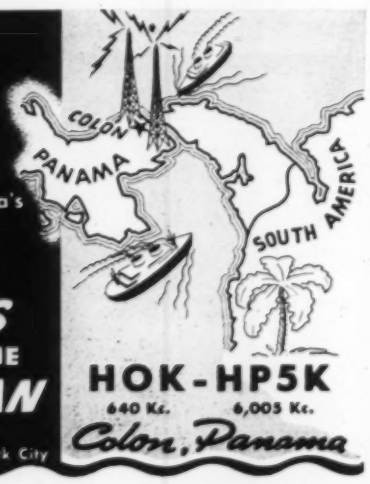
BOOST YOUR SALES

Advertise over Central America's most modern stations

190,000 AMERICANS OF THE CANAL ZONE

BUY AMERICAN

Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

Military Speakers For NAB Meetings

Richards to Represent the Office of Censorship

WAR PROBLEMS discussed by military and Government representatives will highlight district meetings of the NAB in 8 of the 17 districts. Sessions will begin next Wednesday with definite dates through March 4 and tenative dates later in March for two districts. Agenda will also include the election of district directors, required by the NAB by-laws to be held in advance of each year's annual convention.

Bob Richards, formerly production manager of WSPD, Toledo, and now assistant to J. Harold Ryan, chief radio censor of the Office of Censorship, will address the meetings.

Service Spokesmen

For the Army, Robert C. Coulson, administrative executive of the radio branch, bureau of public relations of the War Dept., and Maj. Harold Kent, also of the radio branch of the War Dept., will speak. Navy and Marine officers in the various districts where the meetings are scheduled will appear on behalf of the services.

C. E. Arney Jr., assistant to NAB President Neville Miller and acting secretary-treasurer, will attend all sessions. Spokesmen from ASCAP, SESAC and BMI are also expected to attend.

Following are the meetings scheduled, with incumbent directors whose terms expire at the NAB convention in Cleveland May 11-14.

District 6, Feb. 18 (Ark., La., Miss., Tenn.), Edwin W. Craig, WSM, Nashville, director; Hotel Roosevelt, New Orleans.

District 16, Feb. 23 (Ariz., New Mexico, and Southern Cal.), Harrison Holliway, KFI-KECA, Los Angeles, director; Biltmore Hotel, Los Angeles.

District 14, Feb. 25 (Col., Idaho, Utah, Wyo., Mont.), Eugene P. O'Fallon, KFEL, Denver, director; Hotel Albany, Denver.

District 12, Feb. 27 Kansas, Okla.), Herb Hollister, KANS, Wichita, director; Hotel Lassen, Wichita.

District 10, March 2 (Iowa, Mo., Neb.), John J. Gillin Jr., WOW, Omaha, director; Hotel Paxton, Omaha.

District 8, March 4 (Ind., Mich.), John E. Fetzer, WKZO, Kalamazoo, director; Park Club, Kalamazoo.

District 2, March 6, date tentative (New York-New Jersey), Clarence Wheeler, WHEC, Rochester, director; place to be selected.

District 4, before March 11, date tentative (D. C., Md., Va., N. C., S. C., W. Va.), John Kennedy, WCHS, Charleston, director; membership being polled on time and place.

WELCOME to Josef Cherniavsky, new musical director of WEEI, Boston, was extended at a reception by Harold E. Fellows, general manager of the station. Among the 50 prominent people present representing newspaper, music, advertising and radio worlds were (l to r), Lloyd G. Del Castillo, WEEI program director; Mr. Cherniavsky, and Arthur Fiedler, conductor of Boston Symphony Pop Concert.

Blue Eastern Salesmen

FULL personnel of the Blue Network's eastern sales staff has been announced by George M. Benson, eastern sales manager, with all salesmen having been members of the staff of the Blue except Charles Holbrook, former advertising manager of *Yankee Magazine*, and G. T. C. Fry, formerly of the CBS sales promotion staff. Other five salesmen are D. R. Buckham, Donald Campbell, Charles E. Phelps, W. D. Roberts and Dudley Rollinson.

NBC Chicago Changes

PROMOTIONS and personnel additions announced by NBC-Chicago last week are as follows: New staff members are Leroy H. Bartrum, TWX operator in the communications department; Robert Swift, mailroom; Lionel J. Mlin, guide. Ruthe Miller has been named clerk in the radio recording department and Rosemary Williamson succeeds her as secretary to Frank E. Chizzini, manager of the department. Arnold E. Johnson, formerly of the program department, is now assistant auditor of the NBC Central Division. K. R. Christiansen, formerly mailroom superintendent, has been made night program traffic supervisor; A. M. Elrod and Evert H. Janess have been promoted to mailroom superintendent and assistant, respectively.

Coast Staff Additions Announced By Blue Net

KEVIN B. SWEENEY, of the CBS Hollywood sales promotion staff and recently in charge of Pacific Coast network trade news, on Feb. 16 joined the Blue Network as West Coast sales promotion manager. He succeeds David Lasley who is being called to Army service. Robert J. McAndrews continues as NBC Western Division sales promotion manager.

With separation of the NBC-Red and Blue Network, complete reorganization on the West Coast has been announced by the two companies. In addition to those already announced [BROADCASTING, Feb. 2, 9], Blue Network appointments include Dresser Dahlsted as western division chief announcer, with Arnold Maguire, Myron Dutton and Leonard Reeg, producers and Dorothy Brown in charge of continuity acceptance. Cliff Anderson has been made sales traffic manager and R. G. Denechaud, engineering operations supervisor. Marjorie Wright is handling literary rights and dance band remotes.

Heads Women's Division

GRACE JOHNSON, formerly office manager of NBC's public service division, has been named director of women's activities of the Blue Network, handling all women's, children's and religious programs under the supervision of Phillips Carlin, vice-president in charge of programs. Margaret Cuthbert, NBC director of women's activities, continues in that capacity, reporting to C. L. Menser, NBC program manager.

MORE and MORE PEOPLE LISTEN TO

WCOP

NOW—WCOP gives Boston for the first time 18 hours of continuous music and news.

NOW—WCOP offers you an opportunity to buy hard-to-get premium night time spots at "easy-to-take" prices.

NOW—Before you select radio time in Boston test your campaign on WCOP.

WCOP

MASSACHUSETTS BROADCASTING CORP.

COPLEY-PLAZA HOTEL

BOSTON, MASS.

BOSTON'S "STAR SALESMAN"

WRVA COVERS NORFOLK AND COVERS RICHMOND, VIRGINIA WITH 50,000 WATTS BOTH DAY AND NIGHT COLUMBIA NET WORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

CORONET Says...

Dayton's Wright Field is "the source of a municipal boom that has made the city another overcrowded Washington."

(Copyright, 1942, by Esquire, Inc.)

WHIO listener-leadership and sales-strength is greater TODAY than ever.

WHIO IS THE DAYTON MARKET

BASIC CBS • 5000 WATTS

G. P. HOLLINGBERY CO., Representative

WPTF NOW 50,000 WATTS

RALEIGH, in the Center of North Carolina

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

HAPPY FAMILY it was when this group recently launched the sixth year of *Newspaper of the Air*, sponsored by Miles Labs. (Alka Seltzer), on 32 Don Lee stations, Sunday through Saturday, 10-10:15 a.m., 9-9:15 p.m. (PST). Contract was renewed for 52 weeks on Feb. 1. Group includes (seated, l to r): Frederick Shields, announcer of the program; Glenn Hardy, commentator on the series; F. G. Clancy, vice-president of Miles Labs. Standing: Wilbur Eickelberg, Don Lee general sales manager; Sydney B. Gaynor, KHJ commercial manager; P. O. Narveson, president of Associated Adv. Agency, Los Angeles servicing the account; Lewis Allen Weiss, vice-president and general manager of Don Lee.

WKBH covers the "dead spot" between Chicago and Minneapolis with NBC Red and Blue Network programs.

WKBH LaCrosse WISCONSIN
REP. by: HOWARD H. WILSON CO.

U.P.
"The World's Best Coverage of the World's Biggest News"

GET A LINE ON THE GATES LINE OF BROADCASTING EQUIPMENT FOR 1942
SEND FOR YOUR CATALOGUE NOW
GATES
QUINCY, ILLINOIS, U.S.A.

Radio Accounts Surviving Priorities

(*Continued from page 11*)

will never have to cut production under the record levels of 1941 because of an alcohol famine.

The position of proprietaries will be strengthened even more by a plan now under discussion which would grant a high defense priority rating to all drug manufacturers on the theory that they produce items necessary to the civilian defense. In fact, in England the war boomed the sale of certain types of proprietaries for several reasons: (1) Unhealthy working and living conditions; and (2) shortage of doctors and hospital facilities.

Vital Cosmetics

As indicated by the reduced alcohol quota, cosmetics, dentifrices, and soaps are hit hard by the war program. While some cosmetics are considered essential to civilian morale—chiefly lipstick, face cream, powder, and rouge—the same case cannot be made for other cosmetics such as hair tonics, perfumes, toilet waters, and bubble baths. Metal and plastic containers are gradually being removed from the cosmetic field, but industry leaders feel sure, that they can pull through, even if under adverse circumstances which will mean the elimination of certain products.

A shortage of soap is not in prospect, but there is some question whether the present quality of soap will continue. Some of the fats and oils which give distinctive characteristics to the better quality highly advertised soaps came from the Far East, while the necessity to keep glycerin production up to top levels for munitions purposes also might interfere with this industry.

At the present writing, the plight of the toothpaste industry is the blackest of all. Toothpaste is packaged in tin collapsible tubes and the War Production Board is threatening to cut out all tin for such tubes. Shaving creams are packaged in tubes primarily made of lead, but there also is a shortage of lead. However, lead is not as serious as tin, which comes from the Far East and might not be available in quantities until the United Nations are successful in driving the Japanese back to their islands.

Midwestern advertisers and agencies, primarily drug trade accounts, are generally optimistic about the immediate future, although realistically concerned with Government priority orders which affect materials used for packaging as well as in production.

Rumors that have cropped up both in New York and in Chicago that certain Chicago accounts were going to leave the air because of priorities, have in each case, been categorically denied by these accounts. In the case of the few advertisers that have discontinued radio advertising, because, it was claimed, of priorities, it has been found that competing manufacturers have indicated that they have not been affected by priorities and intend to continue radio advertising.

Pepsodent Continues

Stifling rumors that the Pepsodent Co., Chicago, would discontinue sponsorship of *Bob Hope*, Victor Hunter, president of the company, told BROADCASTING that "we do not intend to discontinue sponsorship of Bob Hope unless some unforeseen catastrophe forces us to do so.

"Our present contract with Mr. Hope has three years to run. As far as our packaging problem is concerned, it is a tough one. The priority on tin has hit us as it has all manufacturers who are using collapsible tubes. But we have materials to last us several months, and in the meantime we are working on several substitute packages, and I feel sure that we will be able to devise some practical substitute."

L. R. Sandahl, advertising and general sales manager of the F. W. Fitch Co., Des Moines, which sponsors the *Fitch Bandwagon* on 117 NBC-Red stations, stated that although priorities on alcohol, an important material in the manufacture of Fitch products, might seriously curtail production, the company would not withdraw sponsorship of the *Bandwagon*. "We have discontinued our magazine advertising, but we consider radio an indispensable part of our program."

D. J. O'Callahan, advertising manager of Luxor Ltd., Chicago, subsidiary of Armour & Co., Chicago, stated that the company is discontinuing *Wayne King* on CBS effective Feb. 14 because of general uncertainties of production, primarily the difficulties of securing raw materials. Mr. O'Callahan stated, however, that company would probably do some sort of spot advertising in carefully selected markets.

Good Outlook

R. J. Dooley, president of Benson & Dall, Chicago, agency for Consolidated Royal Chemical Corp., Chicago (proprietary), a heavy user of radio, struck a realistic but optimistic note. "We have just doubled our spot schedule on Stuart's tablets. As a matter of fact the general outlook is good. Of course, a number of Consolidated products have been hit by priorities. But the basic fact remains—when people have money, they spend it, and they spend it on themselves.

"Manufacturers who are experiencing various packaging and production problems will, if at all possible, devise some method of getting their product to the consuming public. We have found in the past few weeks, that the per inquiry cost of premium offers by Consolidated is the lowest since the account has been on the air. That means that more people are listening to the radio, and that means more prospects for radio-advertised products."

A number of advertising men confirmed the observation that many companies are undergoing a transitional stage in regard to distribution, substitute packaging, and substitute raw materials in production. During this transition, advertising will taper off, but will eventually be stabilized when these companies have readjusted themselves to a wartime economy.

John J. Louis, vice-president and radio director of Needham, Louis & Brorby, stated that "No one of our clients has been affected by priorities to the point where he is contemplating giving up his

radio program. The two network shows we have on the air, *The Great Gildersleeve*, sponsored by the Kraft Cheese Co., Chicago, and *Fibber McGee & Molly* for S. C. Johnson & Son, Racine, both on NBC-Red, are not immediately threatened by priorities.

However, no manufacturer can be too certain about the future, because, after all, the country is in a war, and prosecuting the war is the nation's first concern.

It is understood that there is no change contemplated in alignment of network programs of Miles Labs., Elkhart, Ind., manufacturer of Alka-Seltzer and One-a-Day vitamin tablets.

While many business concerns are heavy jawed and down at the mouth because of priorities, leading manufacturers of drugs and toiletries face problems for the next several months with chins up and despite reports to the contrary plan no curtailment of Pacific Coast radio advertising. Such is the current consensus gleaned from Southern California broadcasters, agency executives and product distributors. There have been few casualties as result of war priorities.

Recognizing importance of the West Coast market, with its added population of emergency defense workers and families, several manufacturers and distributors indicate continuance of the trend to expand radio advertising campaigns in that area. In some instances projected advertising will be the largest in history. Some will be educational in nature. Others will be straight selling jobs. Closer dealer tie-in radio also will be utilized.

Druggist Campaign

Independent Druggists of Southern California, Los Angeles, placing through W. C. Jeffries Co., that city, under a manufacturers and distributors cooperative deal, is currently sponsoring a five-weekly quarter-hour early morning newscast on KFWB, Hollywood. Thrifty Drug Co., Los Angeles (Southern California retail chain), has a similar arrangement with drug and toiletries manufacturers, and sponsors the six-weekly quarter-hour commentary, *Inside the News*, with William Parker, on KFI, having renewed for 52 weeks on Jan. 1.

Firm also sponsors a five-weekly 15-minute newscast on KECA. Latter contract is also for 52 weeks, having been renewed Dec. 1, through Hillman-Shane-Breyer, that city. Utilizing the 5 a.m. spot, Consolidated Drug Trade Products Corp., Chicago (Zymole, Trokeys, Kolorbak, Peruna), through Benson & Dall, that city, sponsors a 60-minute early morning recorded musical program, six times per week on KNX, Hollywood. Nassour Bros. Inc., Los Angeles (42 Oil Shampoo), currently sponsoring thrice weekly the quarter-hour commentary, Jose Rodriguez & Sid Sutherland, on KECA, that city, on Feb. 16 expands the schedule to five times per week. Firm on March 3 renews the series for 52 weeks and also includes a new product, 42 Luster Life hair oil. Agency is Milton Weinberg Adv. Co., Los Angeles.

Bottle Appeal

COOPERATING with a bottlers' campaign to meet the current glass shortage WCSC, Charleston, S. C., is broadcasting a series to induce the public to clean out all old milk and soft drink bottles from attic and cellar and return them to dealers. The station is contributing 42 announcements.

With no anticipated schedule cut, Knox Co., Hollywood (Cystex), currently sponsoring quarter-hour newscasts, transcribed programs and spot announcements on 60 stations in the United States and Canada, will add to the list according to William Smith, firm executive. Barton A. Stebbins Adv., Los Angeles, services the account. Tayton Co. (cosmetics), a subsidiary of Knox Co., contemplates a spring radio campaign although it is only in the talking stage at this time.

Others Active

American Home Products Corp., Jersey City (Aspertane), through Blackett - Sample - Hummert, Chicago, continues its sponsorship of *News & Views by John B. Hughes* on Mutual-Don Lee stations, Monday through Friday, 12-12:15 p.m. (EST). Firm in the interest of Anacin also sponsors a transcribed version of the serial, *Front Page Farrell*, on 32 Don Lee Pacific Coast stations, Monday, through Friday, 10:30-10:45 a.m.

Marrow's Inc., Los Angeles (Mar-O-Oil shampoo), placing through Hays MacFarland & Co., Chicago, sponsors *Hollywood Whispers* on 70 MBS stations, Sunday, 2:45-3 p.m. (EST). Healthaids Inc., Jersey City (Serutan), is continuing its transcribed *Dr. Lindlahr* talks on 2 Don Lee California stations (KHJ KFRC), Monday through Friday, 9:15-9:30 a.m., with placement through Raymond Spector Co., New York.

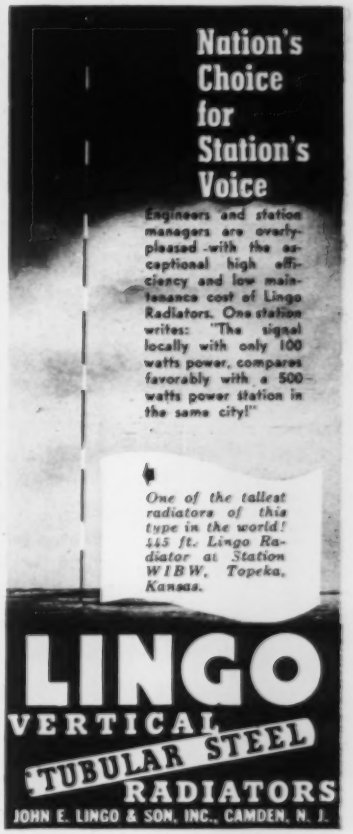
Dr. Miles California Co., Los Angeles (Alka-Seltzer), through Associated Adv., that city, on Feb. 1 renewed for 52 weeks, *Alka-Seltzer Newspaper of the Air*, on 32 Don Lee Pacific Coast stations, Monday through Saturday, 10-10:15 a.m., Sunday, through Saturday, 9-9:15 p.m. (EST).

Plough Inc., Memphis (aspirin, Breethem), through Lake-Spiro-Shurman, that city, sponsors *Rise & Shine* on that same list of stations, Monday, Wednesday, Friday, 7:15-7:30 a.m. (PST). Noxzema Chemical Co., Baltimore (Noxzema cream), continues its weekly half-hour *Quiz of Two Cities* on 2 California Don Lee stations (KHJ KFRC), Friday, 8-8:30 a.m., with placement through Ruthrauff & Ryan, New York.

Having anticipated and fortified against possible shortage of packaging materials and ingredients, Colonial Dames Inc., Los Angeles (cosmetics), will make no reduction in its present radio advertising, according to H. P. Willats, president. Rather than cut, the present schedule will be expanded, he said. Placing through Glassier-Gailey & Co., Los Angeles, besides utilizing spot announcements and participation in newscasts and other types of programs, the firm sponsors a weekly five-minute narrative, *Find the Woman*, on 8 CBS West Coast stations.

Although an agency change is anticipated, having probable effect on 1942 advertising plans, Richard Hudnut Inc. (cosmetics), has indicated no halt to its radio promotional efforts. Designed as a test of network radio, the firm, through Benton & Bowles, on a contract ending March 31 sponsors the weekly half-hour *Hollywood Showcase* on 7 CBS West Coast stations.

Expressing belief that the show will be extended transcontinentally, Sherman Pruitt, Pacific Coast manager of Hudnut Sales Co., stated that the firm has enjoyed remarkable sales increase through the weekly broadcast. Pacquin Inc., New York (hand cream), through Wm. Esty & Co., that city, sponsors the twice weekly quarter-hour *Speaking of Glamour* with Frances Scully on 17 West Coast Blue Network stations, Sunday, 10:30-10:45 a.m.; Thursday, 4:30-4:45 p.m. (PST)., and indicates no change in plans because of shortages caused by priorities.


Nation's Choice for Station's Voice
Engineers and station managers are overly-pleased with the exceptional high efficiency and low maintenance cost of Lingo Radiators. One station writes: "The signal locally with only 100 watts power, compares favorably with a 500-watts power station in the same city!"
One of the tallest radiators of this type in the world! 445 ft. Lingo Radiator at Station WIBW, Topeka, Kansas.
LINGO
VERTICAL
TUBULAR STEEL
RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

In CANADA — It's the 'All-Canada' Stations

ROUND UP WESTERN CANADA WITH THE 'ALL-CANADA' STATIONS

Listener preference stations spotted throughout Western Canada enable you to cut out the select markets and corral them for your products, by spotting your radio programmes on the 'All-Canada' stations. Local programmes and merchandising service in each locality plus full market information is yours for the asking, too.

Check with your advertising agency or All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

British Columbia		Edmonton	CJCA	Manitoba	
Victoria	CJVI	Grande Prairie	CFGP	Winnipeg	CJRC
Trail	CJAT	Lethbridge	CJOC		
Kelowna	CKOV				
Vancouver	CKWX	Saskatchewan			
Kamloops	CFJC	Moose Jaw	CHAB		
Alberta		Prince Albert	CKBI		
Calgary	CFAC	Regina	CKCK		

ALL-CANADA

Exclusive Representatives

U.S.A.-WEED and COMPANY

CANADA — All-Canada Radio Facilities Limited

Wilson Spot Series

WILSON & Co., Chicago (Mor prepared meat), has started a varied schedule of early morning one-minute announcements, musical clock participations, and news programs on KYW, Philadelphia; WGY, Schenectady; WOW, Omaha; WICC, Bridgeport; WMAQ, Chicago; WADC, Akron. Agency is United Adv. Corp., Chicago.

War Conversion

(*Continued from page 10*)

of communications equipment for the armed forces will be converted to production of other types of essential war materials, not necessarily related to radio, Mr. Guthrie indicated, calling upon manufacturers to do their "utmost" in bringing about full-scale war production.

Although no definite deadline was set, Mr. Guthrie declared the plants are to be converted "as rapidly as is technically possible", with the major part of the job to be accomplished within three months. Industry representatives at the meeting were told that receiving set production generally would be stopped on April 22, except in cases where individual companies could expedite conversion to military production through limited extended operation. Appeals from the expected stoppage order are to be considered only on a basis of facilitating war production, with inventories only a secondary factor.

It was stated also that civilian production of larger companies, with heavy military contracts and facilities particularly needed for war production, would be closed down April 22 although temporary exemptions based entirely on prospective war work would be given, with limited extensions on civilian production.

Full Conversions

Voicing WPB's views that full conversion of plants to a wartime basis is essential to the war effort, and serving notice that it will be done, Mr. Guthrie told the set manufacturers:

"The problems of your industry in the war effort are at once difficult and pressing. The strategical objectives, and the broad dimensions of the task before you, are clear. We are demanding the utmost of your industry, and of every other industry now. That utmost will mean for some of you a substantial but not entirely unfamiliar task of converting your production to the production of radio, Signal Corps, detection and similar equipment needed in enormous volume for the armed forces. This conversion will be accomplished as rapidly as is technically possible.

"But for very many others in the industry the nature of the present production process appears to make conversion of this kind impracticable. This does not mean that conversion to war products must not be accomplished. You must, without help, find some other products, for which there is a need quite unrelated, it may be, to your present products, for which there is a need in the war economy.

"If, three or four months from now, conversion to war products is still not accomplished, it will be impossible to assume any longer that some kind of conversion of the type of organization of plant, equipment, labor and management which constitutes a radio factory is feasible. It would be a frightful loss, a great cost to the nation, if this were to happen, because we should then have to take steps to break down the organization of the unconverted plants, and shift their labor and equipment to other parts of the economy where they could be mobilized for war production."

Extension Urged

At the meeting some manufacturers urged a 60-day extension beyond April 22 on grounds that delayed military contracts are not yet available to manufacturers and that manufacturers could use up their inventories without any additional supplies of critical metals. Countering, WPB officials suggested as a possible aid the transfer by some manufacturers of their inventories of materials, including fabricated parts, to others. They stated flatly there were no prospects of any further allocations of aluminum, nickel and other vital metals, except only for radio replacement parts. In some cases, it was added, materials may be made available to keep a certain plant operating on a full-scale preparatory to taking over military manufactures.

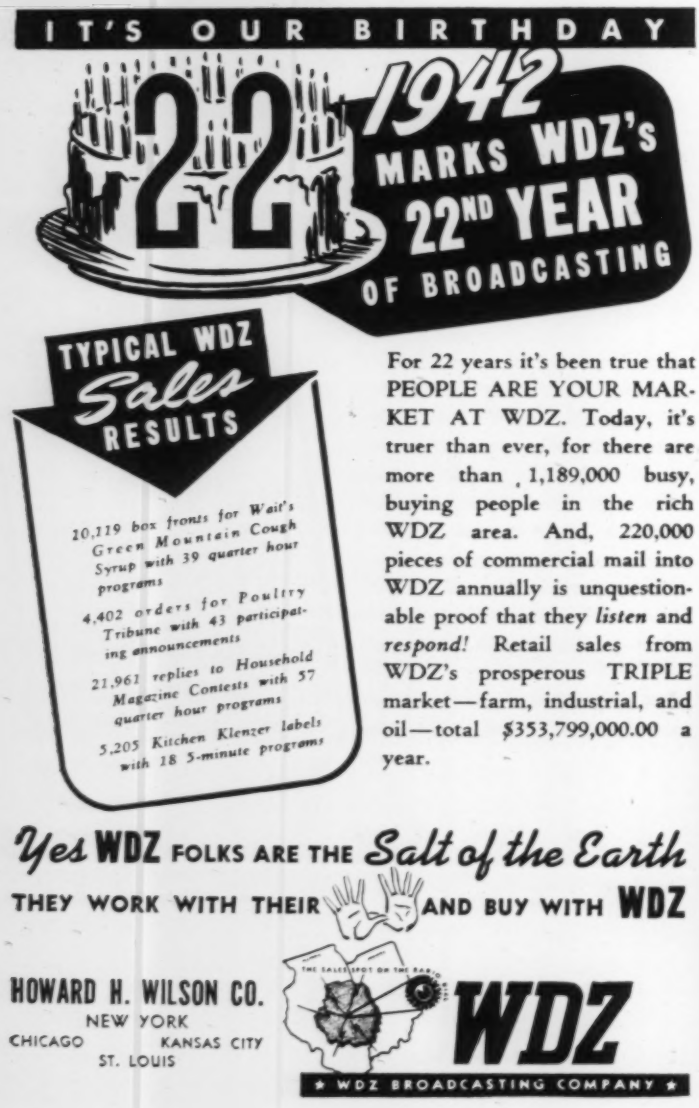
Medal for FDR

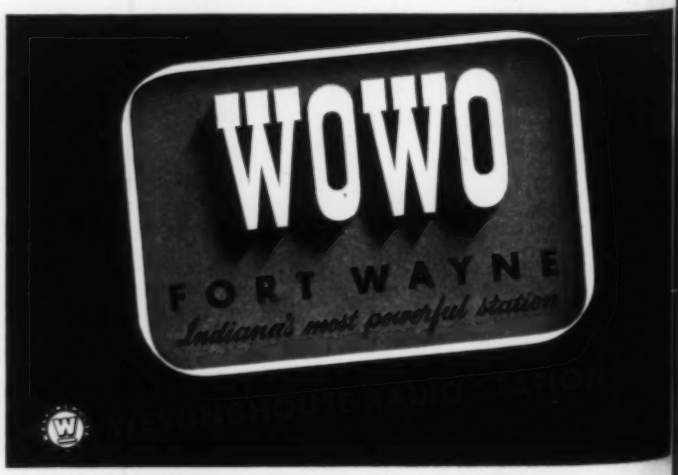
REWARDED for his interest in and service to radio, President Roosevelt last Thursday was presented a gold medal, on behalf of the Veteran Wireless Operators Assn., by a delegation of honorary VWOA members led by FCC Chairman James Lawrence Fly. Calling at the White House to participate in the presentation were Chairman Fly, Rear Admiral Leigh Noyes, Maj. Gen. Dawson Olmstead, Comdr. E. M. Webster, William D. Terrell, George W. Bailey, Neville Miller, E. H. Rietzke, and F. T. Guthrie.

W81PH Shifts Frequency

W81PH, commercial FM station recently authorized to Seaboard Radio Broadcasting Corp., licensee of WIBG, Philadelphia, last Tuesday was granted a modification of its construction permit to change frequency from 48.1 mc. to 46.5 mc. to serve an area of 9,300 square miles. Accordingly call letters will be changed to W65PH.

GEORGE BRYAN, CBS newscaster and sailboat enthusiast, is offering a Defense Bond to any boy under 15 years who can make an exact model of his sloop "The Barnacle".


IT'S OUR BIRTHDAY
22
1942
MARKS WDZ'S
22ND YEAR
OF BROADCASTING
TYPICAL WDZ
Sales
RESULTS
10,119 box fronts for Wait's Green Mountain Cough Syrup with 39 quarter hour programs
4,402 orders for Poultry Tribune with 43 participating announcements
21,961 replies to Household Magazine Contests with 57 quarter hour programs
5,205 Kitchen Klenzer labels with 18 5-minute programs
For 22 years it's been true that PEOPLE ARE YOUR MARKET AT WDZ. Today, it's truer than ever, for there are more than 1,189,000 busy, buying people in the rich WDZ area. And, 220,000 pieces of commercial mail into WDZ annually is unquestionable proof that they listen and respond! Retail sales from WDZ's prosperous TRIPLE market—farm, industrial, and oil—total $353,799,000.00 a year.
Yes WDZ FOLKS ARE THE Salt of the Earth
THEY WORK WITH THEIR AND BUY WITH WDZ
HOWARD H. WILSON CO.
NEW YORK
CHICAGO KANSAS CITY
ST. LOUIS
WDZ
WDZ BROADCASTING COMPANY



Ad Tax Proposal Is Revived Again

But Treasury Disclaims Any Such Revenue Proposal

REPORTS continued to fly last week that the Treasury Department is developing recommendations for the 1942 tax bill which will bring a substantial increase, in the form of new levies, in the tax load of the broadcasting industry. The latest report, discounted by Treasury officials, has it that a 15% horizontal tax is to be levied on advertising in all media.

Meanwhile, murmurs still are heard of other proposals such as a franchise tax or a special impost on radio's net income, something along lines of the controverted 5-15% tax on net time sales thrown out by Congress last year.

Disclaimed by Treasury

According to reports, the 15% advertising tax might yield about $100,000,000 in additional Federal tax revenue. Just how this figure was arrived at remains a mystery, although it is presumed substantial exemptions are provided, since a total advertising bill for all media of almost 1½ billion dollars annually would yield far in excess of this sum on a straight 15% basis.

John L. Sullivan, Assistant Secretary of the Treasury, commenting on the report to BROADCASTING last Friday, indicated he knew of no such proposal on the part of the Treasury. It is understood, however, that Treasury officials have given more than passing attention to the advertising tax proposition as is also the case with a franchise tax for radio facilities.

Although the new tax bill is expected before many more weeks, everything about it is hush-hush. The Ways & Means Committee, busy with hearings on other fiscal legislation, has not met to set a date for the beginning of public hearings on the tax bill. It is not thought the date will be set before late February.

H. G. LITTLE, formerly advertising director of Nash Division of Nash-Kelvinator Corp., Detroit, has been appointed director of the newly-formed advertising and public relations department of Nash-Kelvinator. Associate director will be C. J. Coward, advertising manager of the Kelvinator Division.

458 TONS OF SCRAP
WHO Campaign Yields Vital Defense Metal

ENOUGH vital scrap metal to build 57 light tanks was contributed by Iowa's farm boys and girls to the defense effort through a contest sponsored by WHO, Des Moines, according to Joe Maland, general manager. Representing 30 counties throughout the State, the children collected 917,236 pounds of scrap.

Joe Maland Gives Bond to Winner

Thirteen-year-old Jack Youker, State Center, Ia., won the $25 defense bond offered to the boy or girl supervising the movement of the greatest amount of metal. He assisted in the sale of 113,000 pounds of scrap. Second-place winner was a girl who supervised the sale of 80,570 pounds of idle metal. Lesser prizes amounted to $17 in defense stamps.

Herb Plambeck, WHO farm editor, supervised the contest in cooperation with the drive to move idle metal from farms into factories.

Fibber's CAB Record

HIGHEST rating ever recorded by the Cooperative Analysis of Broadcasting for an evening weekday half-hour program was announced last week in the CAB's report No. 23 for the *Fibber McGee & Molly* show, which showed a rating of 40.8, and Charlie McCarthy with 40.2.

N. Y. Exchange Plans 1943 Promotion Drive

PLANS for an educational advertising campaign to instruct the public concerning the services and functions of the New York Stock Exchange are being prepared by the Assn. of Stock Exchange Firms, James F. Burns Jr., president of the association, announced at the first of a series of regional meetings held Feb. 12 in St. Louis.

ASEF, reorganized as an industry body last fall, will devote itself to internal activities this year, it was explained with the general advertising campaign, now being worked out with Gardner Adv. Co., St. Louis, breaking in 1943. Radio, newspapers and magazines will be used, according to present plans.

Lever's Vimms Spots

LEVER BROS. Co., Cambridge, Mass., which last fall started a test campaign for its new vitamin product, Vimms, using live and transcribed announcements on three Providence stations [BROADCASTING, Oct. 13], has extended the drive to 34 stations in 20 markets since that time. Five stations will be added Feb. 17, three in Baltimore and two in Syracuse, to bring the total to 34. One-minute transcribed daytime announcements and evening chain breaks are used on varying schedules. Agency is BBDO, New York.

"A bird in the hand is worth two in the bush. Try KXOK St. Louis."
630 KC. 5000 WATTS
BLUE NETWORK

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

CHNS
Halifax, N. S.
First choice for results in the maritimes
Ask JOE WEED

Penny Hits Target!

Your budget [illegible] a bull's-eye over WCBM. We concentrate on Baltimore [illegible] all of it — because that's where business is concentrated. Best coverage [illegible] per capita per penny! Rates that [illegible]

WCBM
The Blue Network
BALTIMORE, MARYLAND

We have the peak soil conductivity in the U. S. . . . plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!

WIBW The Voice of Kansas in TOPEKA

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Len Riley covers the Field

MON.
TUE.
WED.
THUR.
FRI.
SAT.
WCKY
50,000 WATTS
CBS PROGRAMS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

FEB. 7 TO FEB. 13 INCLUSIVE

Decisions . . .

FEBRUARY 10

WMCA, New York—Granted consent voluntary assignment license to WMCA Inc.

NEW, Southwestern Michigan Broadcasting Co., Kalamazoo, Mich.—Denied petition for reconsideration against grant to WSIX.

W81PH, Philadelphia—Granted modification CP change 46.5 mc 9,300 sq. mi.

NEW, Ashland Broadcasting Co., Ashland, Ky.—Applic. CP new FM station placed in pending file under order 79.

DESIGNATED FOR HEARING—**NEW, McKeesport Radio Co., McKeesport, Pa.**, CP new station 1360 kc 1 kw D; **NEW, Ralph W. S. Bennett, Sandusky, O.**, CP new station 1450 kc 250 w unl.; **WIBC, Indianapolis**, CP 5 kw N 10 kw LS directional N transmitter changes; **WMAS, Springfield, Mass.**, CP change 910 kc increase 1 kw install transmitter directional D & N.

FEBRUARY 11

WNYC, New York—Proposed denying applic. increase D & N operation on 830 kc.

NEW, Portsmouth Radio Co., Portsmouth, Va.—Denied petition for grant without hearing new station, setting for further hearing.

NEW, Norfolk County Broadcasting Co., Norfolk, Va.—Denied CP new station.

FEBRUARY 13

NEW, Constitution Broadcasting Co., Atlanta—Granted continuance consolidated hearing to 4-13-42.

NEW, Mercer Broadcasting Co., Ewing Twp., N. J.—Granted motion amend applic. new FM 49.9, remove hearing docket.

Applications . . .

FEBRUARY 7

WSAV, Savannah, Ga.—CP change 1370 kc increase 1 kw new transmitter directional N.

FEBRUARY 12

WFCI, Providence, R. I.—CP new transmitter increase 5 kw directional.

NEW, Herman Radner, Dearborn, Mich.—Amend applic. CP new station 250 watts.

NEW, Bob Jones College, Cleveland, Tenn.—Amend applic. CP new station install directional N, equipment changes, 1 kw N 5 kw D unl. hours.

NEW, Dimple Broadcasting Co., Columbia, Tenn.—Amend applic. CP new station 1340 kc. omit request WSIX facilities.

Tentative Calendar . . .

WPRP, Ponce, P. R., CP 1480 kc 1 kw N 1 kw D unl., modification CP 1520 kc 1 kw N 5 kw D unl., license renewal (Feb. 18).

NEW, WBNX Broadcasting Co. Inc., New York, CP new FM station; **NEW, News Syndicate Co. Inc., New York**, same; **NEW, Knickerbocker Broadcasting Co. Inc., New York**, same; **NEW, Debs Memorial Radio Fund Inc.**, same; **NEW, Greater N. Y. Broadcasting Corp., New York**, same; **NEW, Mercer Broadcasting Co., Ewing Twp., N. J.** same (consolidated hearing, Feb. 17).

BMI States Response Of Contracts Gratifying

NEW BMI licenses, running from March 12, 1942, to March 11, 1950, were mailed out to all stations last week and by the weekend a considerable number of acceptances had been received at the BMI headquarters in New York, where executives described the response as "gratifying but not surprising".

Mentioning that the license of WTIC, Hartford, was the first one to be returned, Carl Haverlin, BMI manager of station relations, said that licenses already received from all types of stations give solid indications that the pledges of loyalty to BMI voted by broadcasters attending the NAB district meetings during the fall and winter would be lived up to 100%.

In his letter accompanying the licenses, Mr. Haverlin wrote: "Much of the credit for the license is due to the industry itself. We discussed both its generalities and formula with as many broadcasters as we could during the last four months. In essence it was approved unanimously by over 600 broadcasters who attended the NAB, NIB and NAI meetings in recent months. Many broadcasters' suggestions have been incorporated in the final draft. It is truly an industry contract."

Cincinnati, CBS Pacts Are Signed by IBEW

CONTRACT between CBS for all M & O stations with the International Brotherhood of Electrical Workers provides for an average wage increase of 7½-8%, it was stated last week by Washington officials of the union. The rate increase, varying in amount according to the length of individual service, applies to employes hired on or before Oct. 1, 1941.

One new contract and a boost in wages in another was announced last week by Howard Hayes, president of Local 1224, IBEW. The last of the Cincinnati stations to sign with the union, WCKY has contracted for substantial increases in salary, standard ABTU-IBEW working conditions, with wage increases retroactive to Jan. 1, it was announced by union officials.

A wage boost in the contract covering the technicians of the Crosley Corp. has also been negotiated, it was said. Some 50 technicians of WLW, WSAI and WLWO will be effected. The beginning wage and top salary has been raised as well as increases in intermediate brackets. Negotiatings were conducted between James Shouse and Robert Dunville for Crosley and William Symons for the technicians with Russ Rennaker representing the international union.

Club Honors WNEW

AS THE FIRST in a series of luncheons in honor of New York stations, the Feb. 11 meeting of the Radio Executives Club was held at the Hotel Lexington, New York, in honor of WNEW. Executives of the station and talent from its various programs entertained the club members. Out of town guests included: Arch Shawd, WTOL, Toledo; Art Simon and Fred Dinert, WPEN, Philadelphia; A. N. Armstrong, WCOP, Boston; Hugh Boice Jr., WMBD, Peoria, and William Rambeau of the station representative firm of the same name, Chicago.

CUBA ANNOUNCES STATION CHANGES

FREQUENCY shifts and power increases recently authorized by the Cuban government for Cuban stations were announced Jan. 21 by the Inter-American Radio Office, Havana.

Leaving 740 kc. are CMK, Havana 250-watt station, which moved to 1420 kc. and CMJN, Camaguey, which changed Feb. 1 to 1000 kc. as a 1,000-watt fulltime station. CMCQ, Havana, is scheduled to move to 740 kc. with 250 watt fulltime, leaving 1420 kc., and is slated for 1,000 watts fulltime as of Oct. 1. CMKW, Santiago de Cuba, formerly on the 1000 kc. has shifted to 1360 kc.

CMBG, Havana, on 1330 kc. with 1,000 watts and CMCB, Havana, a time sharing station on 1390 kc. with 250 watts, exchanged frequencies, effective Feb. 1. CMCB now shares time with CFOA, Havana.

CMBD, Havana, 250 watts on 1420, on Feb. 1 moved up to 1460 kc. while CMCG, Havana, was assigned 250 watts on 1460 kc.

THE SERVICE RECORD OF 21,000 COMPRESSION CONES IS YOUR MARGIN OF SAFETY IN SPECIFYING "LAPP" FOR ANTENNA STRUCTURE INSULATORS

More than 21,000 Lapp Porcelain Compression cones have gone into service. They range from tiny 3" cones for pipe masts to the large units shown above and recently installed in the new WABC transmitter. In the history of these insulators, covering more than 20 years, we have never heard of a tower failure due to failure of a Lapp porcelain part. Reason enough to specify "Lapp" for tower footing insulators. Lapp Insulator Co., Inc., LeRoy, N. Y.

This giant base insulator supports one corner of the new WABC tower.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Network Accounts

All time Eastern Wartime unless indicated

New Business

ITALIAN SWISS COLONY, San Francisco (wines), on Feb. 10 starts for 52 weeks a transcribed version of Fulton Lewis jr., on 3 Don Lee California stations (KHJ KFRC KGB), Tuesdays, Thursdays 9:30-9:45 p.m. (PWT). Agency: Lee Livingston Adv., San Francisco.

ADAM HAT STORES, New York, on Feb. 17 only sponsors Servo-Jenkins bout on 95 Blue Network stations Tuesday, 10:30 p.m. Agency: Glieberman Adv. Co., N. Y.

ONTARIO TRAVEL BUREAU, Toronto (institutional), on March 29 starts *Col. Stoopnagle* on 45 Blue Network stations, Fri., 7:30-8 p.m. Agency: Walsh Adv. Co., Toronto.

Network Changes

CONTINENTAL BAKING Co., New York (Wonder Bread), on Feb. 16 shifts rebroadcast of *Maudie's Diary* on 7 CBS Pacific stations, Thurs., from 11:30 p.m.-12 midnight to 12:30-1 p.m. Regular program is heard on 46 CBS stations, Thurs., 7:30-8 p.m. Agency: Ted Bates, N. Y.

BAYER Co., New York (Aspirin), on Feb. 11 shifts *American Melody Hour* on 67 Blue Network stations, Wed., from 10-10:30 p.m. to 9-9:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

GENERAL FOODS Corp., New York (Sanka coffee), on March 17 replaces *We, the People* with *Duffy's Tavern* on 68 CBS stations, Tues., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

MACFADDEN PUBLICATIONS, New York (*Liberty* magazine), on Feb. 12 discontinued *Paul Sullivan Reviews the News* on 20 CBS stations, Tues. and Thurs., 6-6:10 p.m. Agency: Erwin, Wasey & Co., N. Y.

WLW, KXOK Pacts

RENEWAL contracts with KXOK, St. Louis, and WLW, Cincinnati, both providing for nominal wage increases, have recently been signed with the station managements and the American Federation of Radio Artists, according to the union. An election of the staff artists of WCKY, Cincinnati, held by the National Labor Relations Board to determine the proper collective bargaining agency, resulted in a 9-7 vote against AFRA which, however, has announced its intention to continue its organizing efforts at the station. AFRA is also conducting negotiations for a contract with WBT, Charlotte.

Kansas Applicants

APPLICATIONS of KTSW, Emporia, Kan., asking to shift from 1400 to 1490 kc. and KTOP, Topeka, Kan., seeking a new station in Topeka with 250 watts fulltime on KTSW's old frequency, 1400 kc. contingent on the shift, were announced last by the FCC. Principals in the new station applicants are R. J. Laubengayer, chief owner of KSAL, Salina, Kan., president and 5¼% owner; Selleck B. Warren, Emporia realtor and 9% owner of KTSW, vice-president and 79%; Sidney F. Harris, part owner of the *Salina Journal* which in turn is 49% stockholder of KSAL, treasurer, 5¼%; J. J. Borvorka, 28.9% owner of KTSW, 5¼%. Mr. Laubengayer is also publisher of the *Salina Journal*.

Attendance at CAB Convention

(See story on page 12)

J. L. Alexander; W. C. Andrews, CBC; A. E. Aingel, Vickers & Benson; James Annand, CFRC; E. G. Archibald, CHOV; Gil Aston, Howard H. Wilson Co.

W. H. Backhouse, CKY; Glenn Bannerman, CAB; Jack Beardall, CFCO; J. R. Beattie, All-Canada Radio Facilities; H. S. Berliner, Compo Recording Co.; L. W. Berwick, CHSJ; Maj. W. C. Borrett, CHNS; R. M. Brophy, Canadian Marconi Co.; Margaret Brown, *Marketing*; J. W. Browne, CKOV; H. C. Buchanan, CHAB; E. Bushnell, CBC.

H. R. Carson, CKWX; Len. D. Callahan, CESAC; Ted Campeau, CKLW; G. Carter, Exclusive Radio Features; G. C. Chandler, CJOR; M. R. Chipman, MacLean Pub. Co.; I. C. Chisholm, RCA Victor; Les Chitty, Cockfield Brown & Co.; N. P. Colwell, Canadian Facts, Reg'd; Jack Cooke, CKGB; W. T. Cranston, CKOC; Harold Crittenden, CKCK.

Frank Dennis, Richardson MacDonald Adv. Service; Wilf Dippie, Radio Representatives; H. F. Dougall, CKPR; C. H. Dowding, British United Press; W. Downs, Presto Recording Corp.; M. T. Duggan, Press News; L. A. Dupont, CBC.

C. Lloyd Egner, NBC; W. E. Elliott, Elliott-Haynes; F. H. Elphicke, CJRC; Arthur T. Evans, CAB.

Dr. A. Frigon, CBC.

H. L. Garner, CHEX; W. Garner, CHEX; John Gillin, WOW; Vic George, Whitehall Broadcasting; Norman R. Goldman, Broadcasting; H. Gooderham, CKCL; James E. Gordon, *Canadian Advertising*; C. Goudreault, CBC.

Burt Hall, All-Canada Radio Facilities; W. P. Haynes, Elliott-Haynes; L. D. Headley, RCA Victor; William S. Hedges, NBC; Gordon Henry, CJCA; Guy Herbert, All-Canada Radio Facilities; S. B. Hickox Jr., NBC; Dr. Charles Houde, CHNC; J. G. Hyland, CJIC.

A. H. Joseph, RCA Victor.

R. A. Keyserlingk, British United Press; Marvin Kirsch, *Radio Daily*; L. F. Knight, CFLC.

Phil Lalonde, CKAC; V. Lane, *Variety*; Cy Langlois, Lang-Worth Feature Programs; Al Leary, CKCL; M. Lefebvre, CHLP; Paul LePage, CKCV; Louis Leprohon, CKAC; R. G. Lewis, *Canadian Broadcaster*; Gordon Love, CFCN; F. A. Lynds, CKCW.

Donald Manson, CBC; W. E. Mason, CKSO; M. Maxwell, Associated Broadcasting Co.; A. McDermott, Stovin & Wright; Joseph H. McGillvra; Duke McLeod, CFAR; James McRae, CKSO; R. Merry, Lever Bros.; A. J. Messner, H. N. Stovin; Lovell Mickles Jr., Stovin & Wright; Neville Miller, NAB; P. Miller, CKX; Lloyd Moffat, CKBI; James Montagnes, Broadcasting; Phil Morris, CFPL; A. A. Murphy, CFQC; Gladstone Murray, CBC.

N. Nathanson, CJCB; J. S. Neill & Mrs. Neill, CFNB; Leo Nicholson, CJOR; V. F. Nielsen, CFAC; S. Norris, Amperex Electronic Products.

A. C. O'Grady, Lever Bros. Ltd.

Ralph Parker, CKPR; W. B. Parsons, NBC; J. H. Part, Mason's United Adv. Service; Joseph L. Pegmen, A. McKim; W. Powell, CBC; Gillis Purcell, Canadian Press; Rai Purdy, Purdy Productions.

J. R. Radford, CBC; H. M. Reid, J. J. Gibbons; G. R. A. Rice, CFRN; Col. and Mrs. Keith Rogers, CFCY; S. G. Ross, Press News.

E. T. Sandell, CKTB; F. Scanlon, CJRM; Harry Sedgwick, CFRB; Joseph Sedgwick, CAB; Jack Sharpe, CFRB; J. A. Shaw, CFCF; Charles Shearer, Censorship Board; Alex Sherwood, Standard Radio; Victor Sifton, CJRC; Jack Slatter, Radio Representatives; William L. Shirer, CBS; Lynne C. Smeby, NAB; Ralph Snelgrove, CFOS; J. M. Spitzer, Lord & Thomas of Canada; Ken Soble & Mrs. Soble, CHML; C. G. Stillwell, CFNB; H. N. Stovin, Stovin & Wright.

S. E. Tapley, CJCS; J. M. Taylor, Taylor, Pearson & Carson; R. H. Thomson, CKGB; N. Thivierge, CHRC; J. Tonkin, Northern Broadcasting; Joan F. Tyler, Radio Programme Producers.

N. K. Vale, Ronalds Adv. Agency; S. Vincher, Associated Broadcasting Co.

H. G. Walker, CBL; Al. Waters, Mason's United Adv. Service; Fred Weber, MBS; C. C. Weed, Weed & Co.; J. J. Weed, Weed & Co.; Ralph Wentworth, Lang-Worth Feature Programs; E. A. Weir, CBC; J. C. Whitby, CFLC; King Whyte, Cockfield Brown & Co.; T. O. Wiklund, United Press; Ed W. Williams, United Press; Hal Williams, Dominion Broadcasting Co.; A. R. Wilson, Associated Broadcasting Co.; C. W. Wright, Stovin & Wright; William S. Wright, Weed & Co.

George Young, CBC.

News for CAB

APPEARING every morning at the CAB convention in Montreal was *The CAB Conventioneer*, a news sheet prepared by British United Press on convention doings of the day before. This marked the first time such a daily convention paper had been put out at any of the conventions of the CAB.

ROBERT WEBAN, vice-president of Sherman & Marquette, Chicago, left on Feb. 9 for Government service.

Stera-Kleen News

STERA-KLEEN Co., Jersey City (proprietary), is currently sponsoring six quarter-hour news periods weekly on WIBW, Topeka; six five-minute news shows and 18 spot announcements weekly on WPEN, Philadelphia, and daily spot announcements on WORL, Boston. Agency is Redfield-Johnstone, New York.

WANTED!

One used 5 kw amplifier; state make, age, condition and price. Will pay cash.

Address HJ, BROADCASTING

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Announcer-Engineer—Wanted for local station routine. Announcing experience necessary—120 to start. Send transcription and qualifications with first letter. KHUB, Watsonville, Calif.

ENGINEERS—Openings for two experienced men anxious to improve present status. Regional station in excellent market. Respond immediately. Box 157, BROADCASTING.

ANNOUNCER—Experienced, good ad-lib, draft deferred, wanted by large eastern metropolitan city station with 10,000 watts C.P. All replies confidential. Box 168, BROADCASTING.

ENGINEER — wanted immediately — 250-watt Missouri station—permanent—good salary—good working conditions. New equipment. Wire collect, KDRO, Sedalia, Missouri.

Situations Wanted

NEWS EDITOR—With experience, voice, background and personality. Now employed. Draft exempt. Box 164. BROADCASTING.

Salesman—3 years sales—8 years production—consistent service and renewals record. Box 160. BROADCASTING.

Program Director—Radio 11 years—regional and local—draft 3-A—a producer. Box 156, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-Continuity Writer—Now employed. Desires change to Midwestern station. 3 years experience. Excellent references. Draft exempt. Box 155, BROADCASTING.

CHIEF ENGINEER—14 years desires change. Draft exempt, thorough knowledge all phases. Box 167, BROADCASTING.

Gentlemen—A bargain with fine background, best radio training, good station experience. This musician-teacher is person you need. Box 158. BROADCASTING.

Commercial Manager — Experienced background. Draft exempt, married, sober, and reliable. Desires change—willing to start in field to prove capability. Box 161, BROADCASTING.

Licensed radio engineer—Experienced all phases broadcasting, desires change. Nine years operation-maintenance-installation studio and transmitter WE and RCA equipment. Classification 3A. Box 154, BROADCASTING.

Commercial Manager—Productive 2 year record backed by 9 years general radio regional and local stations. Box 165, BROADCASTING.

Wanted to Buy

Wanted Immediately—1000 Watt transmitter or 250 transmitter with 1000 amplifier. Give FCC approval numbers. Box 159, BROADCASTING.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARMS
Basic Mutual Network Outlet
FULL TIME 1270 K. C.
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

JAMES C. McNARY
Radio Engineer
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

Radio Engineering Consultants
Frequency Monitoring
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Watson Rep Firm Taking Over IRS

Hearst Quitting the Field; WBAL Goes to Petry

HEARST RADIO Inc. last Friday announced that Spot Sales Inc., newly-formed station representative firm whose executive vice-president is Loren Watson, former head of International Radio Sales, Hearst organization, will take over the personnel and offices of IRS in New York, Chicago and San Francisco on March 1.

It was also announced that as of March 1 Edward Petry & Co. will become national sales representative of WBAL, Baltimore, and that Spot Sales will assume national representation of KYA, San Francisco.

Spot Sales will also on that date take over numerous other stations currently represented by IRS, including WOL, Washington; WSAI, Cincinnati; WMUR, Manchester, N. H. The stations recently represented by Mr. Watson will also be handled by Spot Sales henceforth.

Maj. E. M. Stoer, general manager of Hearst Radio, said the shifts were the result of changing conditions with respect to the national selling problems of the various stations. He could not be reached Friday for further comment on the apparent withdrawal of the Hearst organization from the radio station representative field, nor on the future representation of the Hearst-owned stations WINS, New York, and WISN, Milwaukee, or the other stations now represented by IRS.

Frazier Hunt for GE

ALTHOUGH complete details were not available last week, it is understood that the Radio and Television Department of General Electric Co., Schenectady, in early March will sponsor a series of thrice-weekly news programs with Frazier Hunt on a coast-to-coast network of CBS stations. Also rumored was that the same program would be broadcast over a network of FM stations, represented by the American Network, negotiations for which are now in progress. Agency in charge is Maxon Inc., New York.

Jimmy Fidler on Blue

CARTER PRODUCTS, New York (Arrid), on March 2 starts Jimmy Fidler's *Hollywood News* on 100 Blue Network stations, Mondays, 7-7:15 p.m., with rebroadcast at 10:30-10:45 p.m. Agency is Small & Seiffer, New York.

KFEQ Joins Blue March 15

KFEQ, St. Joseph, Mo., on March 15 joins the Blue Network as a basic supplementary station. Network base rate is $120 per evening hour.

MRS. IDA McNEIL, who owns and manages KFGX, Pierre, S. D., was the subject of a personality sketch syndicated nationally by the Associated Press' feature service recently.

DCB to Advise Draft Release For Radio in Essential Cases

AWARE of the plight of many broadcast stations because of the shortage of experienced technical employes, the Defense Communications Board is initiating steps to advise Selective Service authorities of the necessity of procuring draft deferments in essential cases.

At its meeting last Thursday, it is understood, reports of the Domestic Broadcast Committee and of the Industry and Labor Advisory Committees relating to engineer-technician shortage were considered and appropriate action was advised.

The Domestic Broadcast Committee has ascertained it takes from nine to ten months to train operators but that requirements of stations, because of the rigid qualifications imposed by the FCC, make it difficult to procure replacements.

Selective Service officials, it was indicated, are being advised that deferment of broadcast operators should be allowed in individual cases with reasonable time permitted for procurement of replacements, lest broadcasting, as an essential war operation, be impeded.

No over-all deferment is being urged, however. Rather, reasonable deferments were construed essential, varying in individual cases, and depending upon the availability of licensed operators in the particular area. In larger cities, where men might be available, the deferment could be for only a limited time, while in other cases, notably smaller stations in remote areas, nine months or a year might be entailed. DCB definitely construes broadcasting as "important in national defense".

It was felt by the DCB advisory committees that station licensees are entitled to "reasonable notice" before men are drafted, and that therefore temporary deferment is desirable. Where temporary deferment of 60 days might be given, it was pointed out, if replacements are not found available, the deferments could be extended.

Action of the committees came after representatives of the industry had brought to their attention the serious plight of many stations over the draft and enlistment situation. Moreover, many station engineers were reservists and have been called to active duty, without deferment recourse. DCB, it was reported, took cognizance of these situations.

SPOT ANNOUNCEMENTS
Used by Army Campaign for Soldiers' Families

SPOT announcements, sent regularly to stations, will be used to assist the Army Emergency Fund Campaign to assist families of officers and men who must be moved to the front with rapidity and secrecy, it was stated in a Feb. 13 release of the NAB. Opening phase of the AEF campaign, NAB stated, will be a process of information and education as to what the organization is and why its needs are so vital. Steady, consistent programming by stations was requested.

Undersecretary of War Robert P. Patterson made the first announcement of the campaign over CBS Feb. 13, 10:30 p.m. (EWT). Purpose of the AEF campaign is outlined in such spot announcements as:

"Unavoidably many a family of our men at the front has been left in temporary financial straits. The Army Emergency Fund has been established to tide them over until permanent arrangements are made. Let's all chip in to keep 'em going! Send your contributions today to (AEF, Post Office Box 1942, Washington, D. C.) or (this station). Remember, if it helps the Army it helps you."

Drawn for BROADCASTING by Sid Hix

ASCAP Is Named In Suit by WOW

Other Nebraska Outlets May Follow; $300,000 Asked

RELYING upon the U. S. Supreme Court decision of last May upholding the Nebraska anti-monopoly statute, WOW, Omaha, last Thursday filed a $300,000 triple-damage suit against ASCAP in the Federal District Court in Omaha. The suit is seen as the forerunner of similar actions by other Nebraska stations and public performers of ASCAP music, with claims in the neighborhood of a million dollars indicated.

WOW, owned by Woodmen of the World, asks $298,319 in triple damages, alleging payments to ASCAP resulted in damages to that limit. The complaint cited that the suit was made in behalf of "all others similarly situated".

State Rulings

The Nebraska anti-ASCAP statute, one of the first to be adopted in the series of state anti-monopoly laws aimed at the Society, became effective March 7, 1937. It barred ASCAP from doing business in the state unless certain prerequisites were met, providing for per-use payments, filing of catalogs with the state, and fixing of prices for each number rendered. ASCAP attacked the statute and carried the case to the Supreme Court, which held last May that the state statute was proper and legal.

WOW held that payments made to ASCAP under protest during the intervening period amounted to $87,724. Under the statute it held it was entitled to three times that amount, plus accumulated interest, resulting in the suit for approximately $300,000.

Further Delay Granted RCA-NBC by Tribunal

A SECOND postponement of date for filing of answers to the anti-trust suits of the Department of Justice against RCA-NBC from Feb. 27 until March 27 has been agreed to by the parties at the request of NBC Counsel John J. Cahill. The court was expected to approve the stipulation shortly.

The CBS answer to the complaint filed against it is due Feb. 27, but it was learned last week that this network also will seek a month's postponement. The suits were filed in the Chicago Federal District Court on Dec. 31 by the Anti-Trust Division. Originally, a one-month postponement had been granted in each instance by stipulation.

Reply to the triple-damage suit of MBS against RCA-NBC, filed Jan. 10, has been extended to April 3. MBS and six of its affiliated stations seek $10,275,000 purported damages [BROADCASTING Feb. 9].

HARRY FOX, general manager of the Music Publishers Protective Association, will leave New York late this week for a flying visit to Hollywood to confer with that city's music publishers.

Announcing:

A NEW SALES SERVICE

EXTENSIVE study of the movement of consumer goods in both the food and drug fields, over a long period of time, has brought to light the need for a new type of sales service. These studies reveal that – whether a manufacturer sells through jobbers, sales agencies, brokers, or direct – there are times when there is a decided need for short, intensive selling campaigns.

However, a manufacturer who decides on such a course is faced with the problem of securing capable sales personnel, at prohibitive cost. Hence, Specialty Sales has been organized as a sales service agency available, eventually, to manufacturers operating in Ohio, Indiana, Kentucky and West Virginia.

Heading Specialty Sales is Lou E. Sargent, a veteran of twenty-five years in the specialty drug and grocery selling field – fifteen years with Harold F. Ritchie and Company, Inc., later with one of the major national drug manufacturers, and with a ranking manufacturer of a food product sold in both drug and grocery stores. Mr. Sargent's experience fits him admirably for leadership of this new type of sales organization.

Specialty Sales has no resemblance to sales agencies as they have been known in the past. Neither is it intended to replace the established sales organization of any manufacturer. Rather, its purpose is to supplement regular sales efforts or supply a short-term sales organization for intensive selling efforts on new packages . . . new products . . . special deals . . . sales support for special campaigns or seasonal drives . . . or any other sales, distribution, or dealer relations campaigns.

Specialty Sales will employ only men with proven sales records, high type men who can secure and keep better salary jobs. Its services can be bought at one-half or less the usual man power cost, and it offers the additional flexibility of having a one week to 90 day contract. Specialty Sales will not handle more than four non-competing accounts at one time, and costs can be computed on a per call or weekly flat rate.

Furthermore, Specialty Sales will have full access to the findings of a large research department on the movement of drug and food products and the attitude of dealers toward manufacturers.

Specialty Sales will function as a separate organization but will work in cooperation with WLW, The Nation's Station, with financial security guaranteed by The Crosley Corporation.

Initial operation of Specialty Sales will cover the trading area of Greater Cincinnati. As sound expansion is made, nine major markets of the four-state area will be added.

Opportunities for your profitable use of Specialty Sales are many. For details of its operation, or a suggestion as to how you might use our services, call or wire . . .

SPECIALTY SALES

1329 Arlington St.,
CINCINNATI, OHIO